


CAPDM CASE STUDY

**The London Institute
of Banking & Finance**

A decade of single-source publishing



CAPDM provided a tailored solution to the *ifs* production environment. It facilitated the publication of our content in different formats and to different media.

Michael Kerrison
Director of Education



Exec Summary

The London Institute of Banking & Finance (LIBF) is a provider of professional and academic education to those working in banking and finance. Its vision is to be an internationally recognised organisation delivering outstanding financial education.

Formerly The Chartered Institute of Bankers and **ifs** University College, LIBF's roots stretch back 137 years to 1879. With an alumni community of over 30,000 finance professionals in 19 regional networks, the Institute has been innovating in online and distance education for over a decade. In 2010 LIBF (**ifs** University College) became the first and only educational body with a specific focus on finance to be granted Taught Degree-Awarding Powers.

During the last 10 years, CAPDM's extensive experience in online education and digital publishing was used by LIBF to develop an innovative new online distance learning environment (*myifsILE*), and to streamline its approach to publishing learning materials.



About

From the beginning in 2005, CAPDM staff worked closely with the LIBF production team to design a workflow that met their evolving needs. Initially all production was carried out by CAPDM on their behalf, and then a gradual roll-out of Courseworker™ technology allowed LIBF staff to take over the work and customise the outputs to their needs.

Since 2005, the Institute's online portfolio has grown to include financial capability courses for school children, through undergraduate degrees to recognised industry standard qualifications.

Today LIBF uses the second generation of Courseworker™ to manage a large domain of learning content and produce print- and online-ready outputs at the click of a button.



Challenges

The first two programmes CAPDM developed with LIBF were the Professional and Applied Diploma in Financial Services Management and Financial Capability programmes. The Professional Diploma was assessed at first year UK undergraduate degree level, and comprised four study units each of 300 study hours, which students are recommended to tackle one at a time – taking approximately two years to complete the diploma.

Students were given a blended choice of three study modes:

1. distance learning,
2. approved provider, or
3. distance learning with three one-day workshops.

Three different types of assessments were provided, including formative end of topic tests, summative practice examinations, and highly interactive and engaging 'eQuizzes' designed for schools. These provided interactive drag and drop capabilities and other IMS question types.

LIBF have subsequently used CAPDM's Courseworker™ cloud-based course production environment to produce several more programmes and also to deliver custom outputs of specific courses for corporate clients, making good use of their investment in single master sources.



Help

*"CAPDM provided a tailored solution to the **ifs** production environment, providing for a secure repository of rich learning content in XML format. It facilitated the publication of our content in different formats and to different media.*

The delivery of myifsLE for the Professional and Applied DFSM programmes and financial capability schools programmes has provided a more engaging route to support students' learning.

*Another important outcome of the collaboration with CAPDM has been the way the **ifs** Learning Solutions team were able to complement their experience in delivering educational solutions with CAPDM's enhanced tools and experience of managing and publishing single source content for global international programmes."*

Michael Kerrison, Director of Education



Results

The early work resulted in the creation of an initial content domain of 1 million words and 700+ images and vector diagrams for the programme. This domain has grown to over 5 million words across multiple programmes.

The explicit source version control capability provided by Courseworker™ provides a visible audit trail of updates and amendments, allowing content errors and their fixes to be tracked for each release of the learning materials. Packaged course releases and updates are available for distribution in print and online, including for LIBF's current Moodle-based learning management system.

Findings of the UK's 2015/16 National Student Survey revealed that LIBF (*ifs* University College) was rated by its first, final year students as one of the best providers of banking and finance degrees among specialist universities and alternative higher education institutions. The organisation scored highly in categories such as quality of teaching and overall satisfaction, when compared with its competitors.

**The London Institute
of Banking & Finance**

www.libf.ac.uk



CAPDM Limited

20 Forth Street
Edinburgh
EH1 3LH
United Kingdom

+44 (0)131 677 2400
enquiries@capdm.com