TECHNICAL
EDUCATION
ACADEMY

School of Business and Management

COURSE PROGRAMME

000598

HRMT020 - Designing e-learning courses

In today’s rapidly evolving digital landscape, the demand for effective and engaging online learning experiences has never been higher.



Learn from the Best in the Business!

Course overview

Intermediate level

Why take this course

In today’s rapidly evolving digital landscape, the demand for effective and engaging online learning experiences has never been higher. The "Designing e-Learning Courses" training programme is meticulously crafted to equip professionals with the skills and knowledge required to excel in the development of high-quality eLearning courses. This programme delves deep into the principles of instructional design, offering a comprehensive exploration of the tools, techniques, and methodologies essential for creating impactful online learning solutions.

Participants will begin by grounding themselves in the foundational theories of behaviorism, cognitivism, constructivism, and andragogy, learning how these theories can be applied to design courses that resonate with adult learners. The course also addresses the practical aspects of eLearning design, including audience analysis, needs assessment, and the development of measurable learning objectives. By mastering these core elements, attendees will be able to create courses that not only meet educational goals but also cater to diverse learning styles and needs.

As the programme progresses, delegates will gain hands-on experience in designing storyboards and prototypes, utilizing Learning Management Systems (LMS), and integrating multimedia elements like videos, games, and screencasts into their courses. The course emphasizes the importance of collaboration, guiding participants on how to effectively work with Subject Matter Experts (SMEs) and manage eLearning projects using best practices in project management.

Furthermore, the programme covers advanced techniques such as creating SCORM-compliant content, evaluating training efficiency, and incorporating informal, social, and mobile learning strategies. By the end of the training, participants will not only be able to design and develop eLearning courses but also evaluate their effectiveness, ensuring that learners achieve their desired outcomes.

This training programme is ideal for instructional designers, eLearning developers, training managers, educators, and anyone involved in the creation and delivery of online learning content. By attending, participants will elevate their expertise, enabling them to create dynamic and effective eLearning solutions that meet the demands of the modern learner.

Who it is for and how it helps

• Instructional Designers: Professionals responsible for designing and developing instructional materials for eLearning environments who want to enhance their skills and stay updated with current best practices.

• eLearning Developers: Individuals involved in the technical development of eLearning courses, including those who create multimedia content, interactive elements, and course platforms.

• Training and Development Managers: Managers overseeing the creation and delivery of training programs who wish to incorporate or improve eLearning solutions within their organizations.

Course overview — continued

• Educators and Teachers: Educators seeking to transition from traditional classroom teaching to online or blended learning formats.

• Human Resource (HR) Professionals: HR specialists who design and implement training and development programs within their organizations and want to include eLearning as part of their strategy.

• Corporate Trainers: Trainers who deliver training sessions in a corporate environment and are looking to expand their skills in creating and delivering eLearning content.

• Subject Matter Experts (SMEs): SMEs who collaborate with instructional designers and developers to create eLearning courses and want to better understand the process to contribute more effectively.

• Project Managers in Learning and Development: Project managers responsible for overseeing the development and implementation of eLearning courses and ensuring projects are delivered on time and within budget.

• Educational Technologists: Professionals who work at the intersection of technology and education, focusing on how to best use digital tools to enhance learning experiences.

• Consultants in Education and Training: Independent consultants who provide expertise in the field of education and training and want to expand their offerings to include eLearning solutions.

What you will learn

- Define key instructional design and eLearning terminology and distinguish between different types of eLearning formats, including computer-based, web-based, synchronous, and asynchronous learning
- Evaluate the suitability of eLearning solutions for various training needs and select the most appropriate Instructional Systems Design (ISD) model for course development
- Apply principles of behaviorism, cognitivism, constructivism, and andragogy to create learner-centred eLearning courses that cater to adult learners' needs and different learning styles
- Conduct thorough audience analysis, needs analysis, and performance gap analysis to inform the design of effective eLearning courses
- Develop clear and measurable learning objectives and apply the Nine Events of Instruction to course design
- Create detailed design documents, storyboards, and prototypes to guide the development of eLearning courses
- Utilize Learning Management Systems (LMS), Content Management Systems (CMS), and SCORM standards to effectively deliver and track eLearning courses
- Integrate multimedia elements, including videos, games, screencasts, and audio narration, into eLearning courses to enhance learner engagement and retention
- Collaborate with Subject Matter Experts (SMEs) and manage eLearning projects using best practices in project management and agile development methodologies
- Design and implement effective assessment items, provide meaningful feedback, and conduct evaluations to measure training efficiency and return on investment (ROI)

Course overview — continued

- Design eLearning courses that leverage informal, social, and mobile learning strategies, including podcasts and vodcasts, to support continuous learning and performance improvement

Curriculum

Modules 01–04

01 Foundations of eLearning Design

- Instructional Design and eLearning terms
- Computer-based training and web-based training
- Synchronous and asynchronous eLearning
- How to determine whether eLearning is the appropriate solution for your needs
- Selecting the most appropriate ISD model

02 Learning Theories and Applications

- Applying principles of behaviorism, cognitivism, and constructivism to your course design
- Applying the concept of andragogy and principles of adult learning to your course design
- Analyzing learning styles and applying suitable presentation methods and techniques that address multiple learning styles
- Intrinsic and extrinsic motivation and ARCS Model of Motivational Design
- The role long-term memory, short-term memory, and working memory play in learning
- Ways to avoid cognitive load in course design

03 Designing Effective eLearning Courses

- Principles of effective eLearning courses
- Audience analysis, performance gap analysis, and task analysis
- Needs analysis, data collection methods, and techniques
- Terminal and enabling learning objectives
- Taxonomy and learning domains
- Presentation methods and techniques that adhere to the Nine Events of Instruction
- Design Document with appropriate sections and information in each section

04 Storyboarding and Prototyping

- Storyboards and prototypes
- Scripting eLearning courses
- Alpha, beta, and pilot testing
- Error log for piloting courses

Curriculum

Modules 05–09

05 Technology in eLearning

- Learning Management System (LMS) and Content Management System (CMS)
- Guidelines for creating SCORM-compliant content
- Reusable Learning Objects (RLOs)
- Levels of interactivity and selecting the most appropriate level for your course
- Linear or non-linear navigation and layout

06 Multimedia and Gamification

- Types of games and gamification elements
- Learning games that help learners understand and retain the content
- Types of videos in eLearning
- Self-producing eLearning videos
- Designing and developing screencasts for technical training courses
- Recording audio narration
- Designing effective graphics for courses using a visual design model

07 Working with Experts and Managing eLearning Projects

- Working with Subject Matter Experts (SMEs)
- eLearning Project Management
- Effective job aids and Electronic Performance Support Systems (EPSs)

08 Evaluation and Performance Improvement

- Levels of Training Efficiency Evaluation and ROI model
- Types of valid and reliable assessment items
- Intrinsic and extrinsic feedback
- Performance improvement interventions

09 Advanced Techniques in eLearning Development

- Informal, social, and mobile learning
- Podcasts and vodcasts
- How to design courses and supplemental materials for social and mobile learning

Curriculum

Module 09 — continued

- Agile methods and techniques for eLearning development.

Joining the programme

Contact the Academy and quote course code 000598 to confirm dates, delivery format, prices and enrolment terms.

Training for your team

Tell us your business goals, the roles and number of participants, and your preferred dates and location. This will help us discuss the right training option.

Preparing for the programme

The published programme does not specify any prerequisites. Contact us before enrolling to confirm how to prepare.

Discuss your training needs

mail@tecedu.org
www.tecedu.academy

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