

4-Month Certificate Course
in
Instructional Design (ID)
(3 Months of Training + 1 Month Project)



Table of Contents

Course Outline	1
The Training Methodology	1
Evaluation Method	2
Certification	2
Placement Support	2
Course Schedule	2
Course Fees	2
<i>Payment Options</i>	3
<i>Mode of Payment</i>	3
About the Lead Trainer	3
About ibruk Consulting	4
<i>Partial List of Clients</i>	4
Contact Us	4

COURSE OUTLINE

🔗 The **Course Outline** indicates the scope of training. The sequence may vary.

- ▶ **Introduction to Instructional Design**
 - Scope of Instructional Design
 - Skills needed to be an effective instructional designer
 - Forms of training
 - Training aids
- ▶ **Instructional Design Fundamentals**
 - Learning theories
 - Learning styles
 - Bloom's Taxonomy
 - Gagne's Nine Events of Instruction
- ▶ **Dick and Carey's Systems Approach**
 - Identify instructional goals
 - Conduct instructional analysis
 - Analyse learners and contexts
 - Write performance objectives
 - Develop assessment instruments
 - Develop instructional strategy
 - Develop and select instructional materials
 - Design and conduct the formative evaluation of instruction
 - Revise instruction
 - Conduct summative evaluation

🔗 The course will cover formal processes for each stage.

🔗 The generic ADDIE Model will be covered as well.

- ▶ **Characteristics of Engaging Instructional Material**
 - Concise
 - Precise
 - Relevant
- ▶ **Project**
 - Creating Courseware for a 2-Hour Course (Asynchronous Online Learning or ILT)

THE TRAINING METHODOLOGY

- ▶ The training will:
 - Follow a **learn-understand-apply** cycle.
 - Be hands-on and interactive with comprehensive exercises at various points in time.

EVALUATION METHOD

1. There will be **3** tests with questions of the following types:
 - a. Multiple choice
 - b. True/False
 - c. Fill in the blanks
2. There is **1** project that:
 - a. will have detailed instructions.
 - b. the participants have to complete **independently** and within the **specified time**.

CERTIFICATION

- ▶ A **Certificate of Completion** will be awarded to participants who meet **all** of the following criteria:
 - a. An attendance of more than 80%.
 - b. A score of at least 60% in all the **3** tests.
 - c. Completed the project.
- ▶ A **Certificate of Participation** will be awarded to participants who meet **all** of the following criteria:
 - a. An attendance of more than 70%.
 - b. Score of more than 60% in at least **2** of the **3** tests.
 - c. Completed the project.

The participants have the option of:

- retaking any of the tests **once** at a cost of INR 1000/- per test.
- redoing and resubmitting the project **once** at a cost of INR 3500/-.

PLACEMENT SUPPORT

- ▶ All participants who earn a **Certificate of Completion** or **Certificate of Participation** will be given placement support in the form of job leads at various organisations.

ⓘ There is no job guarantee.

COURSE SCHEDULE

- ▶ **Training:** November 4, 2017 to January 20, 2018 (12 Saturdays, 10:00 AM to 3:00 PM)
- ▶ **Project:** January 27, 2018 to February 17, 2018 (Done from home with online reviews and final in-person review on february 17, 2018)

COURSE FEES

Fees: INR 60,000/- + 15% Service Tax

PAYMENT OPTIONS

Payment Options			
Full Payment			
	Discount	Fees	Net Payable With 18% GST
Registration and Full Payment on or before October 13, 2017	10%	INR 54,000/-	INR 63,720/-
Registration and Full Payment after October 13, 2017 but on or before October 27, 2017	5%	INR 57,000/-	INR 67,260/-
Payment in Installments			
Registration on or before October 13, 2017	3%	INR 58,200/-	1st Installment with Registration: INR 34,338/- 2nd Installment on or before December 16, 2017: INR 34,338/-
Registration after October 13, 2017	0%	INR 60,000/-	1st Installment with Registration: INR 35,400/- 2nd Installment on or before December 16, 2017: INR 34,500/-

MODE OF PAYMENT

1. By cheque/draft in favour of **ibruk Consulting Pvt Ltd**; payable in Mumbai.
2. Online Transfer (details will be provided on request).

ABOUT THE LEAD TRAINER

Our training programs are designed and conducted by **Aruna Panangipally** who:

- ▶ Is a pioneer in technical writing and instructional design in India.
- ▶ Is the Managing Director of **ibruk Consulting Pvt Ltd**.
- ▶ Is an Electronics Engineer with an Executive Management Qualification from IIM Calcutta.
- ▶ Has **~23 years'** experience in Technical Writing and Instructional Design.
- ▶ Is a regular speaker at national and international technical writing conferences such as the **STC** and **TWIN** conferences in India and **tcworld** in **Germany**.
- ▶ Is a published author on technical writing and instructional design technologies and methodologies.

ABOUT IBRUK CONSULTING

Established in 2007, ibruk Consulting Pvt Ltd is a technical writing and courseware development firm based in Mumbai, India.

Led by Aruna Panangipally, ibruk Consulting brings to its clients the rich experience gleaned from executing projects world-wide.

PARTIAL LIST OF CLIENTS

- ▶ Thomson Reuters
- ▶ Ernst & Young
- ▶ IBM
- ▶ NCR
- ▶ EMC²
- ▶ GE Industrial
- ▶ Johnson & Johnson
- ▶ Larsen & Toubro
- ▶ L&T General Insurance
- ▶ L&T Infotech
- ▶ L&T IES
- ▶ Yahoo!
- ▶ BNP Paribas
- ▶ Tech Mahindra
- ▶ Tata Consultancy Services
- ▶ Tata Communications
- ▶ Diebold Software Services
- ▶ Cognizant
- ▶ DP World (Dubai Ports)
- ▶ LSI
- ▶ ams Semiconductor
- ▶ ADP
- ▶ IIJT TeamLease
- ▶ LearningMate
- ▶ Lionbridge
- ▶ Elitecore Technologies
- ▶ TickerPlant
- ▶ Agilent
- ▶ Secure Meters
- ▶ RSA
- ▶ Rolls-Royce Marine
- ▶ CyberRoam
- ▶ Knight Frank
- ▶ TickerPlant
- ▶ KLA-Tencor
- ▶ SunGard

CONTACT US

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