

2-Month Certificate Course  
in  
Instructional Design (ID)  
and  
Instructional Writing



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**Registration Form Certificate Course in Instructional Design and Writing (Part-Time)**

# COURSE OUTLINE

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📎 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
- 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
  - Bloom's Taxonomy
- 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 generic ADDIE Model will be covered as well.

## ▶ **Characteristics of Effective Instructional Material**

### ▶ **Creating Instructional Material**

- Instructor-led Training
  - Instructor Guide
  - Student Guide
  - Presentations
- Online Training (Asynchronous)
  - Storyboarding

## THE TRAINING METHODOLOGY

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

## EVALUATION METHOD

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There will be **3** tests with questions of the following types:

- a. Multiple choice
- b. True/False
- c. Fill in the blanks

There is **1** project that:

- a. will have detailed instructions.
- b. the participants have to complete **independently** and within the **specified time**.

## CERTIFICATION

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- ▶ 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

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- ▶ 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 AND FEES

### SCHEDULE

- ▶ **Duration:** June 23, 2018 to August 11, 2018 (8 Saturdays)
- ▶ **Time:** Saturday; 10:00 AM to 3:00 PM

### FEES

- ▶ The course fees will be **Rs. 35,000/-** + 18% GST.
- ▶ **Discount:** Early bird discount of INR 3500/- for registrations completed **on or before June 8, 2018**.
- ▶ The course fees is payable 100% in advance by a cheque or draft payable in Mumbai and made out to **ibruk Consulting Pvt Ltd**.

 There will be **no** refund of fees **after** the start of the course.

### PAYMENT OPTIONS

Full Payment			
	Discount	Total Fees	With 18% GST
Registration and Full Payment <b>before</b> June 8, 2018	10%	INR 31,500.00	INR 37,170.00
Registration and Full Payment <b>on or after</b> June 8, 2018	5%	INR 33,250.00	INR 39,235.00
Payment in Installments			
Registration and Part Payment <b>before</b> on or June 5, 2018	0%	INR 35,000.00	<b>1<sup>st</sup> Installment with Registration before June 5, 2018:</b> INR 20,650/-
			<b>2<sup>nd</sup> Installment on or before July 21, 2018:</b> INR 20,650/-

### 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

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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

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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           | ▶ DP World (Dubai Ports) |
| ▶ Ernst & Young             | ▶ LSI                    |
| ▶ IBM                       | ▶ ams Semiconductor      |
| ▶ NCR                       | ▶ ADP                    |
| ▶ EMC <sup>2</sup>          | ▶ IIJT TeamLease         |
| ▶ GE Industrial             | ▶ LearningMate           |
| ▶ Johnson & Johnson         | ▶ Lionbridge             |
| ▶ Larsen & Toubro           | ▶ Elitecore Technologies |
| ▶ L&T General Insurance     | ▶ TickerPlant            |
| ▶ L&T Infotech              | ▶ Agilent                |
| ▶ L&T IES                   | ▶ Secure Meters          |
| ▶ Yahoo!                    | ▶ RSA                    |
| ▶ BNP Paribas               | ▶ Rolls-Royce Marine     |
| ▶ Tech Mahindra             | ▶ CyberRoam              |
| ▶ Tata Consultancy Services | ▶ Knight Frank           |
| ▶ Tata Communications       | ▶ TickerPlant            |
| ▶ Diebold Software Services | ▶ KLA-Tencor             |
| ▶ Cognizant                 | ▶ SunGard                |

# CONTACT US

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For registration or queries, contact:

- ▶ **Contact Person:** Aruna Panangipally
- ▶ **e-mail:** [training@ibruk.in](mailto:training@ibruk.in)
- ▶ **Phone:** +91-22-29204260/1
- ▶ **Website:** [www.ibruk.in](http://www.ibruk.in)



## Registration Form

### Certificate Course in Instructional Design and Writing (Part-Time)

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Contact Details			
<b>Name:</b>		Photograph	
<b>Address:</b>			
<b>Telephone:</b>			
<b>Email:</b>			
<b>Address:</b>			
Educational Details (Formal and Informal)			
Qualification	Institution	Year/Grade	
Work Experience			
Organization	Designation	Duration	
Payment Details			
<b>Cheque No:</b>		<b>Date:</b>	
<b>Bank:</b>		<b>Branch:</b>	
<b>Amount:</b>			

I have read and understood all the terms and conditions.

**Date:**

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**Signature:**

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