

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

📎 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

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

EVALUATION METHOD

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

- ▶ 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 AND FEES

SCHEDULE

- ▶ **Duration:** April 20, 2019 to June 8, 2019 (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 April 5, 2019**.
- ▶ 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 before April 5, 2019.	10%	INR 31,500.00	INR 37,170.00
Registration and Full Payment on or after April 5, 2019.	5%	INR 33,250.00	INR 39,235.00
Payment in Installments			
Registration and Part Payment before on or April 20, 2019.	0%	INR 35,000.00	1st Installment with Registration before April 20, 2019: INR 20,650/-
			2nd Installment on or before May 11, 2019: 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

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 | ▶ DP World (Dubai Ports) |
| ▶ Ernst & Young | ▶ LSI |
| ▶ IBM | ▶ ams Semiconductor |
| ▶ NCR | ▶ ADP |
| ▶ EMC ² | ▶ 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

For registration or queries, contact:

- ▶ **Contact Person:** Aruna Panangipally
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- ▶ **Phone:** +91-22-29204260/1
- ▶ **Website:** www.ibruk.in



Registration Form

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

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

I have read and understood all the terms and conditions.

Date:

Signature:
