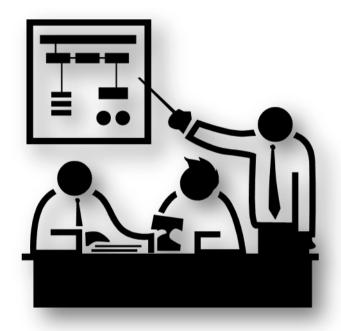# 4-Month Certificate Course
in
Instructional Design (ID)
(3 Months of Training + 1 Month Project)

ibruk®

Table of Contents

COURSE OUTLINE

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

▸ **Introduction to Instructional Design**

▸ **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.

▸ **The ID Lifecycle Artifacts and Deliverables for**:
- Instructor Led Training (ILT)
- Asynchronous Online Learning

▸ **Writing Engaging Instructional Material**
- Keeping it:
  - Concise
  - Precise
  - Relevant
- Chunking content effectively
- Writing effective transitions
- Creating effective assessments

▸ **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.

▸ Participants who earn a **Certificate of Completion** will be eligible for employment with ibruk Consulting as **Trainee Technical Writers**. They will have to clear our HR recruitment and other standards.

   📎 There is no job guarantee.

COURSE SCHEDULE

- ▶ **Dates**: June 21, 2014 to September 13, 2014 (12 Saturdays; *There will be no class on July 19*)
- ▶ **Time**: 9:00 AM to 3:00 PM
- ▶ **Project**: September 14, 2014 to October 18, 2014

COURSE FEES

Fees: INR 60,000/- + 12.36% Service Tax

PAYMENT OPTIONS

Full Payment			
	Discount	**Fees**	**Net Payable Amount With 12.36% Service Tax**
Registration and Full Payment **on or before** June 6, 2014	10%	INR 54,000/-	INR 60,675/-
Registration and Full Payment **after** June 6, 2014	0%	INR 60,000/-	INR 67,416/-
Payment in Installments			
Registration **on or before** June 6, 2014	5%	INR 57,000/-	▶ **1st Installment with Registration**: INR 32,023/- ▶ **2nd Installment on or before July 26, 2014**: INR 32,023/-
Registration **after** June 6, 2014	0%	INR 60,000/-	▶ **1st Installment with Registration**: INR 33,708/- ▶ **2nd Installment on or before July 26, 2014**: INR 33,708/-

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 IBRUK CONSULTING

ibruk Consulting Pvt Ltd is the Indian arm of one of Norway's largest documentation companies, ibruk AS. Led by Aruna Panangipally, ibruk Consulting brings to its clients the rich experience gleaned from executing projects world-wide.

Established in 2007, ibruk Consulting Pvt Ltd is a technical writing and courseware development firm based in Mumbai, India, with clients such as:

- Thomson Reuters
- IBM
- NCR
- EMC^2
- GE Industrial
- Johnson & Johnson
- Larsen & Toubro
- Larsen & Toubro General Insurance
- Yahoo!
- BNP Paribas
- Tech Mahindra
- Tata Consultancy Services
- Tata Communications
- Diebold Software Services
- Mastek
- Cognizant
- Datamatics
- DP World (Dubai Ports)
- Fair Issac
- LSI
- ams Semiconductor
- ADP
- IIJT TeamLease
- LearningMate

- Lionbridge
- Aptech
- Elitecore Technologies
- TickerPlant
- Agilent
- Zycus
- Secure Meters
- Invensys
- Interwoven
- RSA
- Rolls-Royce Marine
- Secure Meters
- Skill Fusion
- Nexient Learning
- FocalWorks
- Tangence
- WebFishery
- Extensior
- CyberRoam
- Knight Frank
- TickerPlant
- Xalted
- KLA-Tencor
- SunGard

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 **~20 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.

CONTACT US

For registration or queries, contact:

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▸ **Phone**: +91-22-29204260/1

▸ **Website:** www.ibruk.in

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