



It's proving to be a very hot course

Rebecca Hall, Director – B Online Learning, speaks about the launch of the “Master eLearning Course”

1 Why a Master eLearning Course?

Our aim is to dispel the myth of eLearning and place it in the hands of subject matter experts and workplace teams. A majority of the programs currently being delivered as face to face programs can easily be converted to eLearning. In fact the need for “bells and whistles” and complicated, expensive eLearning extravaganzas is what is stifling the uptake of eLearning. There is however a need for this type of eLearning, but we believe that in the majority of cases of eLearning being delivered in organisations today, such as induction and compliance programs, these can be easily developed in house with a rapid approach to eLearning and some assistance and advice up front from eLearning experts such as B Online Learning.

The Master eLearning Course is not just about designing and developing an eLearning course, from our experience exhibiting at trade shows and conducting client demonstrations we realise that eLearning is still relatively green in Australia. Many people do not understand how the different technologies combine to create an eLearning environment and what is actually necessary to deliver a successful eLearning program. We get questions all the time like; what does an LMS do? Do I need an LMS? So we explore, in the course, the different eLearning technologies such as LMS, LCMS, Authoring Tools, Web 2.0 and Web Conferencing and also give advice on what to look for when purchasing this technology.

Individuals and organisations also want flexibility with their eLearning. They don't want to be locked into providers that have access to their intellectual property, don't allow their courses to be used with other

systems, and not be able to take their courses to other providers in the future. So developing eLearning in house or with a provider who gives clients all the source material, is an attractive option.

Organisations are realising they can reduce their energy use and carbon footprint by providing an eco-friendly alternative to traditional classroom-based training. Green eLearning can bring training to organisations' desktops without the trainer cost, travel time and facility hire associated with traditional learning and classroom based training.

What is the difference between the Rapid eLearning approach used in your course over a traditional approach?

Rapid eLearning uses a different development process to traditional development which we explore in the course. It also uses small multi-skilled teams, templates and patterns for re-usability and web tools to keep courses current. Audio, graphics, Flash animation and video material are commonly used in rapid eLearning. Animation and audio are often sequenced to provide a rich learner experience. A template approach is recommended for content development throughout to ensure the organisation can focus on the learning rather than the interaction and design.

The benefits are numerous and include less development time and cost, more control for organisations, fast response to emerging needs and minimal resource contribution.

What does it take to create a successful eLearning course?

For an eLearning program to be successful it must be collaborative, engaging and interactive. Our courses focus on motivating learners to engage with others in an online collaborative model using latest technologies. Because people learn from one another, our programs aim to connect learners with experts, colleagues and professional peers, both in and outside their organisation.

By adapting activities from the traditional classroom and adding imaginative ideas that take advantage of the unique online technologies, you can create eLearning courses that will excite and engage students. And, by including a variety of interactive eLearning experiences, you should be able to improve retention rates, increase learner participation, achieve your learning objectives, develop online learning communities, and ensure that your online courses engage learners, regardless of the course topic.

2 Who can take the course, and how might it be applied in the workplace?

B Online Learning's Master eLearning Course is designed for training program developers, HR professionals, training co-ordinators, instructional designers, workplace trainers, IT professionals and teachers who wish to develop, design and deliver courses via eLearning.

This course does not teach you how to be trainers or teachers. It already assumes that you have some experience and skills in a face-to-face situation. This course helps you to evaluate and transfer your existing skills to the online environment, and to develop new strategies for facilitating online learning. Therefore students should already have a teaching/training qualification. Some experience in the field, however this is not mandatory. Students might like to consider gaining a Certificate IV in Training and Assessment qualification prior to enrolment.

During the course learners will be taken through the benefits and merits of eLearning so they can see how this applies to their workplace and how it would enhance their business processes. Some

organisations are putting a few of their team members through the course so they get to design and develop an eLearning course that is currently being delivered in the workplace in a face to face capacity, such as the organisation's Induction Program. Students can then go back to the workplace and subsequently design and develop new and existing programs in an eLearning format.

3 What does it take to create a meaningful eLearning experience for diverse learners?

To effectively meet the needs of diverse learners, the eLearning environment that you create needs to be:

- Engaging – engagement is more important than content
- Learner Focused – let the students guide their learning
- Collaborative – the students learn from their peers.

eLearning is a different way of learning from the traditional workshop approach. Many people, including training and learning managers, express concerns about how eLearning will meet the needs of their learners. The most effective program, for both traditional and eLearning, is one designed to take all learning styles into account. The Master eLearning Course shows you how to use various eLearning techniques to accommodate multiple learning styles.

4 What are the components of this course, and how does it guide the design of a meaningful learning environment?

The course covers 3 competencies from the Diploma Training & Assessment and is delivered 100% online. It consists of self paced eLearning modules, live webinars, learning coach support, software demonstrations, video and advice from industry experts and social networking with other learners, to get you eLearning in just 3 months.

Students gain practical experience using best of breed, award winning education technologies with Atlantic Link Content Point and LearnFlex Learning Management System. They take away a fully functional, SCORM compliant, eLearning course ready for delivery in the workplace.

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Module	Self-paced eLearning Topics	Live Webinars
MODULE 1: Research and Design eLearning Resources	<ul style="list-style-type: none"> • Defining eLearning • Project Planning • Using a Rapid eLearning Approach • Stakeholder Engagement & Management • Choosing eLearning Technology - Authoring Tools, LMS, LCMS, Web2.0 • Training Needs Analysis • Learning Principles and Styles • Using a Team Approach • Create and Review the Design Concept 	Engaging Learners with Interactive Strategies
MODULE 2: Develop and Evaluate eLearning Resources	<ul style="list-style-type: none"> • Instructional Design Strategies • Determine Content • Template Design • Assessing Performance • Develop, Trial and Evaluate the eLearning Prototype • Build the eLearning Resource 	Atlantic Link – rapid eLearning collaborative software. A hands-on workshop based on a case study covering the process of building a course, adding content and publishing a course.
MODULE 3: Facilitate eLearning	<ul style="list-style-type: none"> • Establish the eLearning Environment • Being an eLearning Coach • Designing Webinars • Supporting your Learners to Ensure Participation • Building a Learning Community • Review eLearning Processes • Marketing and Change Management for eLearning 	LearnFlex – learning management system <ul style="list-style-type: none"> • Publishing a SCORM course • Registering users and trainers • Creating an online assessment • Generating reports • Conducting a survey to evaluate the training Conducting a Successful Webinar

5 How does the course differ from other e-learning courses?

The major drawcards to our course are the hands on practical application and experience that students gain using our best of breed technologies and the insight into developing fantastic, not just good, eLearning from some of the best eLearning professionals in the industry.

The course has been designed and developed by our expert eLearning development team with experience in developing hundreds of eLearning courses for corporate, government and small business clients. Combined with our extensive delivery experience in the VET sector through our Registered Training Organisation we offer a unique course that not only addresses the fundamentals of best practice eLearning design but also offers insight into delivering successful eLearning programs.

Our unlimited support model means students get expert advice and guidance from our dedicated experienced Learning Coaches when they need it, via phone, webinars, email and discussion forums.

6 Do we see this course going international?

We are currently working with some global industry organisations. This combined with our established partnerships with Operitel Corporation and Atlantic Link, we hope to begin international delivery early 2011. Our software and tools have multi lingual capacity which means the course can be easily adapted to meet the requirements of other regions.

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