

Project Plan
Online Group Language Workshops for Professionals

Ehab Rashid

Department of Education, Concordia University

ETEC-669- Designing & Developing Web-Based Interactive Instruction

Dr. Giuliana Cucinelli

February 4, 2023

Table of Contents

Project Description 3
Target Audience 3
Learning Objectives..... 4
Brand Identity 4
Information Architecture 5
Course Content 6
References 7

Project Title: Online Group Language Workshops for Professionals**Project Description**

This course is intended for newly hired language instructors at a global provider of corporate language training solutions, to teach them how to conduct virtual group language workshops for corporate and government employees. Upon completion of this onboarding 'train the trainer' course, new language instructors will have demonstrated the ability to conduct an online group language workshop for professionals efficiently and effectively.

The following people are involved in the development of this E-Learning course:

- eLearning Designer: Ehab Rashid, Instructional Designer
- Project Sponsor: Head of HR
- Project Stakeholder(s): Director of Learning and Development
- Subject Matter Expert(s): Learning team, current top-performing language instructors.

The following resources were used to conduct research about the project:

- Teaching guidelines and principles of corporate language service provider
- One-on-one interview with Director of Learning and Development
- Two focus group interviews, one with learning team and one with top-performing instructors

New language instructors (learners) are home-based remote workers, who are already equipped with personal laptops, desktop computers and/or tablets, and connected to the company's network drive, technical support, and virtual teaching classrooms. The majority is well-versed and comfortable with virtual web conferencing platforms such as MS Teams, as they currently use them/ have used them in the past. However, there are always some that are not tech savvy and will need to be accounted for in the course's learning objectives.

Target Audience

The target audience for this course are newly hired language instructors at a global provider of corporate language training solutions. Demographic information and other important factors:

- Age range: 25 – 65 years old
- Educational Level: well-educated, most have Bachelor/ Master's degree.
- Genders, ethnicities, and socioeconomic backgrounds: various

- Most frequently taught languages: English, French, German, Spanish, Italian, Russian
- Previous Knowledge:
 - From university education (graduates in Teaching/ Arts/ Linguistics)
 - From professional experience teaching languages at primary/ secondary schools
 - From professional experience teaching languages to adults (face-to-face and online)
 - From professional experience in different industries and roles
- Other factors affecting learning:
 - Language instructors might lack experience teaching group lessons.
 - Language instructors might lack experience teaching languages on online platforms.
 - Language instructors might lack experience teaching adults professionals.
 - Resistance to changing old teaching habits to a more customized approach.

Learning Objectives

After completing this course, learners will be able to:

- Apply the structure and standards of online group language workshops for professionals.
 - Describe basic framework of group language workshops.
 - Outline the structure of group language workshops.
 - Follow the standards of group language workshops.
- Deliver interactive and collaborative group language workshops using Microsoft Teams.
 - Select the correct device settings before a group call.
 - Utilize the correct menu options during a group call.
 - Utilize the correct messaging and tagging options during and after a group call.
- Complete a workshop report after each group language workshop.
 - Outline the structure of group language workshop reports.
 - Fill out and submit group language workshop reports.

Brand Identity

The course's brand identity will have a professional look and feel, with a minimal earth blue/ light grey / white palette and minimalistic typeface to communicate the clean, corporate image of the company. A vibrant accent color will be occasionally used to visually engage the learner and emphasize important sections. The brand identity will reflect the company's values of experience, expertise, and commitment to learning and development in a simple visual layout

and a consistent style for images and content. It will cultivate a safe learning space and inspiring environment, where engagement and interaction combine to create a dynamic and enriching learning experience. Deliberate and thoughtful use of a clear and concise, yet conversational and human tone will encourage learners to feel a deeper connection with the course contents.

Information Architecture



Course Content

Front Matter

- **Title screen:** title of the course, instructor's name, instructor's job position
- **Purpose of the program:** Conducting Online Group Language Workshops for Professionals efficiently and effectively
- **Main objectives of the program**
- **Main menu**
- **Prerequisite skills:** learners must be equipped with personal laptops, desktop computers and/or tablets, connected to the company's network drive and technical support

Unit 1

- **Purpose:** The purpose of this unit is to explain to learners the framework and structure of online group language workshops and the standards to follow when conducting them.
- **Main objective:** Apply the structure and standards of online group language workshops for professionals.
- **Supporting objectives:**
 - Describe basic framework of group language workshops.
 - Outline the structure of group language workshops.
 - Follow the standards of group language workshops.
- **Outline:**
 - Front matter: new unit frame introductory statement, main and supporting objectives.
 - Gain the learners' attention with powerful statement/ image.
 - Present unit content in a stepwise format.
 - Back matter (summary of unit's key points and concepts)
 - Knowledge check (must be completed correctly to move on to unit 2)

Unit 2

- **Purpose:** The purpose of this unit is to explain to learners how to use Microsoft Teams to deliver interactive and collaborative group language workshops
- **Main objective:** Deliver interactive and collaborative group language workshops using Microsoft Teams.
- **Supporting objectives:**

- Select the correct device settings before a group call.
- Utilize the correct menu options during a group call.
- Utilize the correct messaging and tagging options during and after a group call.
- **Outline:**
 - Front matter: new unit frame introductory statement, main and supporting objectives.
 - Gain the learners' attention with powerful statement/ image.
 - Present unit content in a stepwise format.
 - Back matter (summary of unit's key points and concepts)
 - Knowledge check (must be completed correctly to move on to unit 3)

Unit 3

- **Purpose:** The purpose of this unit is to explain to learners how to correctly complete and submit a workshop report after each group language workshop.
- **Main objective:** Complete a workshop report after each group language workshop.
- **Supporting objectives:**
 - Outline the structure of group language workshop reports.
 - Fill out and submit group language workshop reports.
- **Outline:**
 - Front matter: new unit frame introductory statement, main and supporting objectives.
 - Gain the learners' attention with powerful statement/ image.
 - Present unit content in a stepwise format.
 - Back matter (summary of unit's key points and concepts)
 - Knowledge check (must be completed correctly to move on to unit 3)

Back Matter

- Summary of content
- Test/ Assessment
- Related sources for further information
- Course evaluation

References

- Carliner, S. (2015). *Training design basics* (2nd ed.). Alexandria, VA: ATD Press.
- Garrett, J. J. (2011). *The elements of User Experience*. New Riders.