



Foundations of ABC Programs: Online Modules Content Outline

Module 1: Certificate vs. Certification – Making the Business Decision

1. What is a certificate?
2. Types of certificates
3. Defining features of certificate and certification programs
4. Relationship between education and practice
5. Relationship between certificate and certification
6. Why certificate over certification?
7. Case studies
 - a. Choosing certificate over certification
8. Building a program to accreditation standards
 - a. Requirements for program structure
 - b. Policies and procedures
 - c. Information for candidates
 - d. Validated curriculum
 - e. Setting learning objectives
 - f. Properly aligned assessment
 - g. Quality control – analysis and update

Module 2: Getting Started – Program Design and Structure

1. Key considerations
 - a. What are the desired results?
 - b. What need or gap does the program need to meet?
2. Other key questions
 - a. Determine acceptable evidence of learning
 - b. Identify appropriate learning experiences & instruction
3. What is job analysis?
4. The role of job analysis
5. High stakes vs. low stakes programs
6. Using a representative sample of SMEs
7. Other validation methodologies

Module 3: Adult Learning and Instructional Design

1. What is Instructional design
2. Why does instructional design matter to ABCs?
3. Case Examples
 - a. What good looks like
 - b. What is not-so-good

4. Who is the adult learner?
5. Principles of adult learning
 - a. Malcolm Knowles' Principles
 - b. ADDIE
 - c. Edgar Dale's Cone of Experience
 - d. Bloom's Taxonomy
 - e. SAM
 - f. 6Ds
6. Theory in practice
7. Training delivery methodologies
8. Putting it all together
 - a. Role of an Instructional designer
 - b. Best Practices

Module 4: Assessment and Measurement Principles

1. Reliability and validity
2. The role of assessments in ABCs
3. What do accreditation standards require?
 - a. Related measurement concepts
 - b. Considerations and approaches
4. Types of assessments
5. Item writing
6. Setting a passing score
7. Item discrimination and analysis
8. Case studies
 - a. What is good
 - b. What is not-so-good