

LESSON D3_EN. THE APPLICATION OF THE ELEMENTS FOR THE ACOMPLISHMENT OF THE COURSEWARE QUALITY

Parent Entity: UE-B, Bucharest, Romania, 22 Franceza St., Postal Code 030104, Fax: + 4021 315 77 30

Authors: Camelia Cămășoiu, Professor Univ. Dr., e-mail: ccamasoiu@yahoo.com

Ciprian-Antoniade Alexandru, Member of Teaching Staff, Diploma Engineer, e-mail: alexcipro@yahoo.com

Consultations: Every working day between 8.30 a.m. and 11.00 a.m..

After the learning this lesson you will be more reach with the following knowledge:

- Evaluate the elaborated courseware and find an institution for certification or accreditation.

CONTENT OF THE LESSON

1. Institutions for evaluation of courseware
2. Criteria for evaluation of courseware quality
 - 2.1. General criteria for entirely course
 - 2.2. General format of the courseware
 - 2.3. Specific criteria for elaborating of the lessons
3. Post-training evaluation
 - 3.1. Immediate evaluation
 - 3.2. Evaluation of the results for the trained people

LEARNING OBJECTIVES:

After learning this lesson you will accomplish the ability to:

- Planning the elaboration of the course
- Evaluate your elaborated course
- Improve your materials for a success long distance learning
- Reach the main criteria for external professional evaluation of the course

1. Institutions for evaluation of courseware

On the Web are thousand of courses in different form of presentation, from online, based on web sites, to CD or DVD support. In this great variety any consumers which want to take advantage from a course is asking if this is recognized by the community. For this reasons a lot of entity are specialized in evaluation and accreditation of the courses.

So, if you decide to elaborate a course for long distance, eLearning, for vocational training or other forms of learning based more or less on electronic development, maybe is better to thing about certification of your course.

Helpful information you can find at the institutions and entity which elaborates standards and certify this courses.

The main entity and standards are:

- American Society for Training & Development (ASTD) which provide E-Learning Courseware Certification (ECC standards) [2.1.]
- Aviation Industry CBT Committee (AICC)
- Institute of Electrical and Electronics Engineers (IEEE)
- Learning Technology Standards Committee
- IMS Global Consortium
- Advanced Distance Learning (ADL) group
- The section 508 standards
- World Wide Web Consortium (W3C) [2.2.]
- Special Interest Group for Distance Learning Accreditation in Europe (DLAE)
- Distance Education and Training Council (DETC) [2.3.]
- Association of MBA's (AMBA) [2.4.]
- The German Akkreditierungsrat [2.5.]
- Agentur fur Qualitatssicherung durch Akkreditierung von Studiengangen (AQAS) [2.6.]
- European Credit Transfer System (ECTS label)
- Associazione per la formazione alla direzione aziendale (ASFOR) [2.7.]
- Agencia Nacional de Evaluacion de la Calidad y Acreditacion (ANECA) [2.8.]
- Open and Distance Learning Quality Council (ODL QC) [2.9.]

- Italian Quality guidelines for E-learning in public administrations.

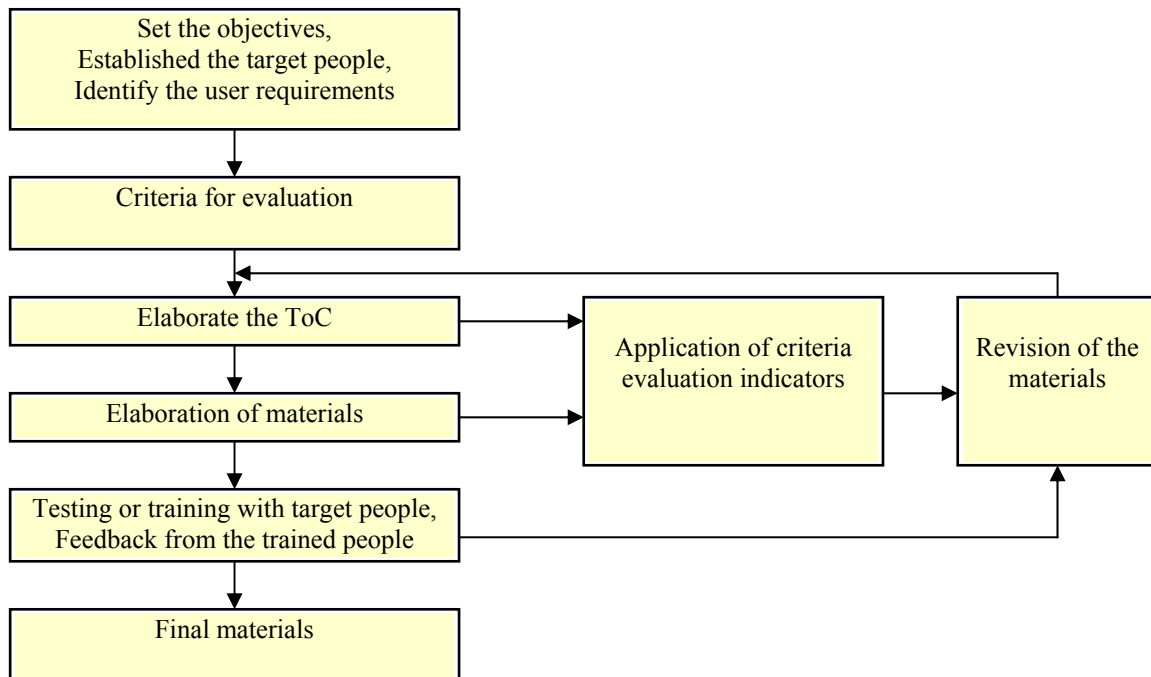
The process of accreditation or evaluation is different from a institution to other. Please be careful with the conditions and requirements specified by each entity. Also, be attentive with the proper certification what you need for elaborated materials.

2. Criteria for evaluation of courseware quality

Evaluation of courses is an important process and a complex one. For this evaluation you can use a specific criteria made by an independent entity or a comprehensive criteria from different bodies.

The **main steps for assuring the quality** of the courses are:

- Set the objectives of the courses
- Established the target people
- Identify the user requirements
- Elaborate the table of contents for the entirely courses
- Established criteria for evaluation
- Elaboration of respective materials
- Application of the evaluation criteria
- Testing or training with the materials elaborated on group of persons
- Evaluate the results based on feedback of the trained persons
- Final revision of the elaborated material according with the study of evaluation results



2.1. General criteria for entirely course

On evaluation process you can use various criteria and one of them is regarding the general overview of the courseware. The next table of elements shows the most important aspects that must be accomplished by the course. Complete this table according with the corresponding situation of your material.

Criteria	0 – none, 1 – poor , 2 – sufficient, 3 – good, 4 – excellent				
	0 points	1 point	2 points	3 points	4 points
1. Follow the main objectives of the course					
2. A good structured table of contents					
3. Skills oriented					
4. Possibility for immediate application of the lessons					
5. Target people oriented					

6. Final evaluation of the trained people					
7. Possibility for certificate for accomplished the course					
8. Multilanguage course					
9. Offering a guideline for possible jobs reach by the course					
10. Internet support for the courseware					
11. Portals from different country					
12. Possibility of update the lessons from the Internet					
13. Assistance of the trainers					
14. Availability of the trainer					
15. Availability of the technical support					

2.2. General format of the courseware

Criteria	0 – none, 1 – poor , 2 – sufficient, 3 – good, 4 – excellent				
	0 points	1 point	2 points	3 points	4 points
1. Unified structure of the materials					
2. Respecting a unique format for all materials (books)					
3. Structured in small lessons					
4. Accessibility					
5. Gradually					
6. Attractively					
7. Pedagogically					
8. Psychologically					
9. Adaptability					
10. Applicability					
11. Use of explicative figures					
12. Use of colors for accentuating relevant aspects					
13. Code examples					
14. Practical examples					
15. Presentation of the necessary materials and equipment for the lessons					

2.3. Specific criteria for elaborating of the lessons

Also, for the process of elaboration of the content on your courses is good to monitoring and evaluating continuously. Some useful criteria are presented on the following table. Total score obtained after evaluation is on your appreciation, but a good example would be: from 0 to 6 points = very poor course; 7 to 18 = poor course; 19 to 30 a normal course; 31 to 42 a good course; and from 43 to 48 a excellent course.

Criteria	0 – none, 1 – poor , 2 – sufficient, 3 – good, 4 – excellent				
	0 points	1 point	2 points	3 points	4 points
1. Title of the lesson					
2. Information about the authors of the lesson (name, surname, title, entity, address of entity, e-mail, phone, fax)					

3. General description of the lesson					
4. Content of the lesson					
5. Present the learning objectives of the lesson					
6. Split large lessons in small lesson					
7. Bibliographies and references					
8. Internet resources					
9. Presenting the exercises for auto evaluation					
10. Conclusions and recommendations					
11. Case study (if it's possible)					
12. Keep the motivation of the learner					

3. Post-training evaluation

3.1. Immediate evaluation

By the end of the training with target persons you can use an evaluation form, consisting in the following table for having a feedback from the participants.

This feedback is useful for small adjustment of practical training for different group of persons. Is better know that different groups of people react different at the same training. From their responses the methods can be adapted and improved from one group to another.

Immediate feedback evaluation form

Criteria	0 – none, 1 – poor , 2 – sufficient, 3 – good, 4 – excellent				
	0 points	1 point	2 points	3 points	4 points
1. Course overall					
2. Useful of received information					
3. Practicality of courses					
4. Accuracy of content					
5. Interactivity					
6. Application to job					
7. Bibliographies and references					
8. Internet resources					
9. Auto evaluation exercises					
10. Level of difficulty					
11. Navigation					
12. Keep the motivation of the learner					

What did you like best about the course _____
 How can the course be improved? _____
 Other remarks about the courses: _____

3.2. Evaluation of the results for the trained people

We see that the feedback is important at the end of the course for small adjustments for the next one.

If your course is taking for more months or even years, is recommended to maintain a feedback with the people after finishing the course.

The main questions that can be interesting are:

- ☐ Did you work into a field of internet occupations jobs
- ☐ How the courses influenced the activity developed after the ending of the courses

- What are the jobs that you can reach with the knowledge from the course?

This information could help you to decide what changes are necessary, to maintain a high level knowledge.

Key Point Summary Conclusions and Recommendations

1. Own evaluation of your elaborated materials or an independent evaluation from a well known entity is very important for the quality.
2. Assuring the quality for a product, in fact, guarantee the client, on long term.

Study Guide

ESSENTIAL QUESTIONS TO EVALUATE THE ACQUIRED KNOWLEDGE

1. Please indicate minimum three institutions which elaborate standards.
2. Which are first three steps for assuring the quality of the elaborated content?
3. Why is necessary to test the courses on target people before ending the elaboration and to obtain the feedback from the trained people?
4. Indicate the category of criteria used in elaboration of the courses.
5. What kind of evaluation is necessary to have at the end of the courses (post-training evaluation)?

BIBLIOGRAPHY. REFERENCES.

- [1.] Brooke Broadbent: *ABCs of e-Learning. Reaping the Benefits and Avoiding Pitfalls*, 2002, JoSSEY-BASS/PFEIFFER, A Wiley Company, Printed in USA, 0-7879-5910-3
- [2.] Elaine Biech - *Training for Dummies*, AST Press & Wiley , 2005, ISBN – 0-7645-5985-0
- [3.] Ruth Colvin Clark, Richard E. Mayer: *e-Learning and the Science of Instruction. Proven Guidelines for Consumers and Designers of Multimedia Learning*, 2003, John Wiley and Sons, Inc, Pfeiffer, A Willey Imprint, Printed in USA, 0-7879-6051-9.
- [4.] Eric Velleman, Henk Snetselaar: *Site Seeing. The development of an accessible website or webbased multimedia product for the sighted, partially sighted and blind.*, 2000, Bartimeus, Zeist, Netherlands, ISBN - 90-71534-34-0.

IMPORTANT SUPPLEMENTARY BIBLIOGRAPHY. REFERENCES. (www)

- [2.1.] www.astd.org
- [2.2.] www.w3c.org
- [2.3.] www.dect.org
- [2.4.] www.mbaworld.com
- [2.5.] www.akkreditierungsrat.de
- [2.6.] www.aqas.de
- [2.7.] www.asfor.it
- [2.8.] www.aneca.es
- [2.9.] www.odlqc.ork.uk

SUPPLEMENTARY INDICATIONS ABOUT THE CONTENT OF THE LESSON

Before starting elaboration of the lessons content read and respect the standards of the entity which will evaluate you.

ANSWERS TO QUESTIONS

1.
 - American Society for Training & Development (ASTD),
 - Institute of Electrical and Electronics Engineers (IEEE)
 - World Wide Web Consortium (W3C)
 - Aviation Industry CBT Committee (AICC)
 - Learning Technology Standards Committee
 - IMS Global Consortium
 - Advanced Distance Learning (ADL) group
 - The section 508 standards
2.
 - Set the objectives of the courses
 - Established the target people
 - Identify the user requirements
3. For revision of materials and improving your work.
4.
 - General criteria for entirely course
 - General format of the courseware
 - Specific criteria for elaborating of the lessons
5.
 - Immediate evaluation – for improving the methods and content.
 - Evaluation of the results for the trained people – for long life improving of the courses and also the upgrading the information with the latest technologies.

WORDS TO THE LEARNER: “Quality makes you competitive on long term!”

