

INTERACTIVE TRAINING AND LEADERSHIP, CERTIFICATE (1752)

The instructional design process involves analyzing learning and performance needs and designing, developing, implementing, evaluating, and managing instructional and non-instructional solutions to improve performance in various settings. This 15-hour program will prepare students to analyze learners, learning contexts and skills, and design learning activities. Students will learn to evaluate those learning activities and to revise training activities. Students will acquire skills to develop multimedia training modules.

The program prepares and equips practitioners and students in training development. This is a skill needed in any topic, discipline, or workplace setting. Every business, government agency, nonprofit organization, industry, or educational institution offers training for its employees. This program prepares students to develop those training modules or activities, deliver that training, and evaluate the training. Examples encompass print and electronic elements that may include instructional videos, online instructional activities, user manuals for instructors, instruction manuals for commercial products, teaching manual, professional development curricula, multi-media instructional units, training packs for trainers, instructional modules for vocational/technical courses, instructional modules for classroom instruction, and teaching and training aids in print or electronic formats. These skills make the student more employable after completion of this program.

Students who successfully complete the certificate program will possess the following competencies and learning outcomes:

- Identify the steps, subordinate skills, and entry behaviors and knowledge required to accomplish an instructional goal and correlated performance objectives.
- Produce an instructional system design process that is tailored to the education and training requirements of a specific organization or problem.
- Design a training module for a specific organization or problem to include context and learner analysis, write objectives and test items, prepare instructional strategies, and revise the training module based on subject-matter expert feedback.
- Apply principles and strategies of multimedia design, interface design, and visual design to evaluating existing and creating new multimedia products in an instructional design setting.
- Design, develop, and evaluate a multimedia module using appropriate software applications in training settings.

Admission Requirements: Minimum requirements for acceptance into the program are:

- High school diploma or equivalent
- Application and fee: Students seeking a certificate program must submit an online application with Undergraduate Admissions. The completed form must be submitted along with a one-time application fee of \$40 (non-refundable).
- Transcript Record: Graduates/Transfers of accredited institutions other than WKU must submit an official transcript from that institution.

Program Requirements (15 hours)

Code	Title	Hours
LEAD 300	Leadership Theory and Application	3
LEAD 400	Practicum in Leadership	1-6
ID 460	Design for Teaching and Learning	3
ID 465	Instructional Strategies and Technology Integration	3
ID 470	Training and Teaching Practicum	3
Total Hours		15