

SYBASE®

MANAGING INSTRUCTORS,
MANAGING COURSE MATERIALS,
MANAGING QUALITY



THE
ENTERPRISE.
UNWIRED.

CEdMA EUROPE WORKSHOP

15 MARCH 2005

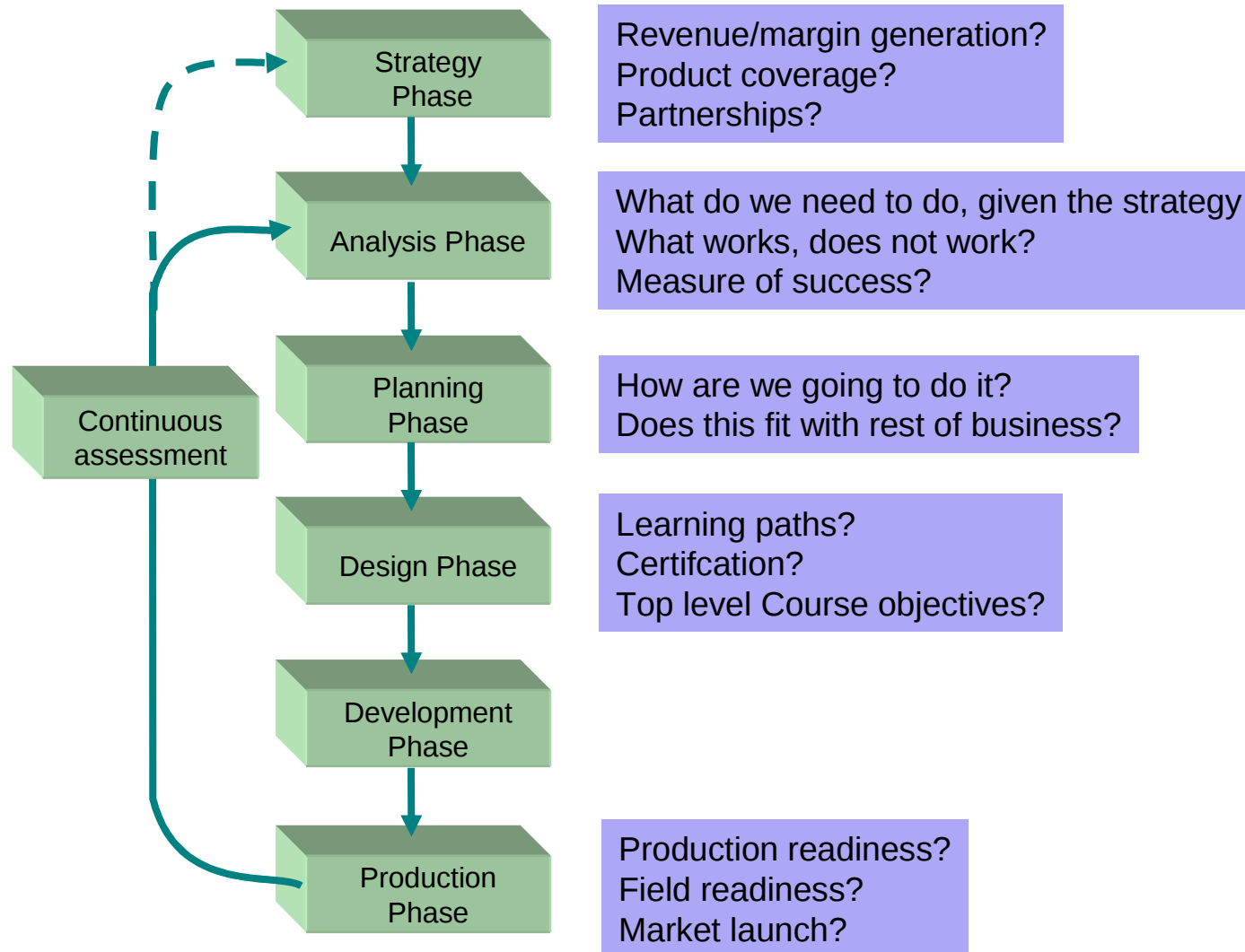
World-Wide Education Services

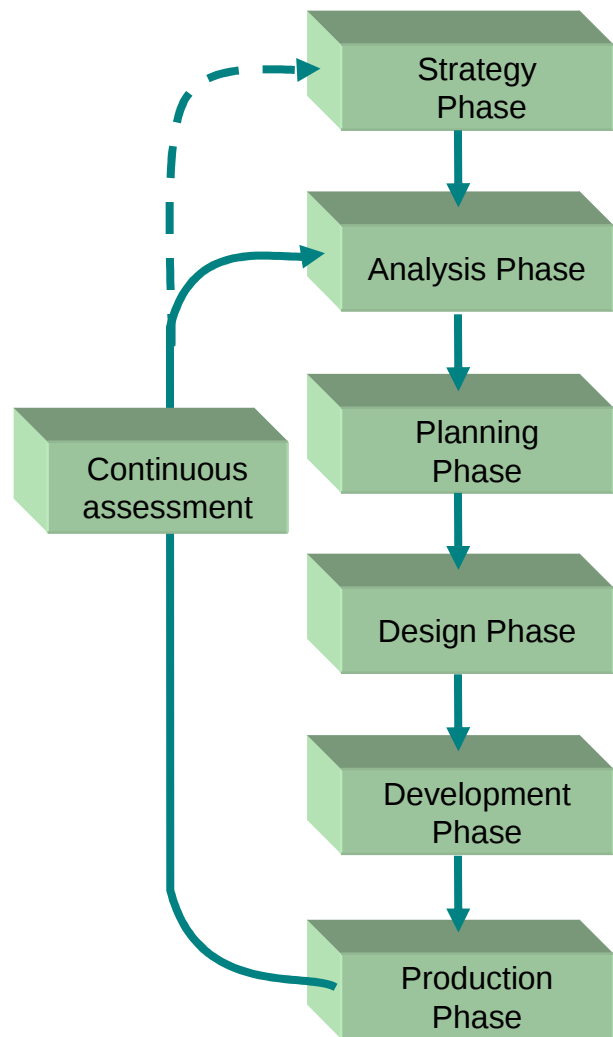


a Sybase Intranet Site

- **Sales and delivery**
Geography based: Europe, APO, US
Each geography (and country) largely autonomous
- **Global Education Services**
Curriculum development
Classroom Technology
Marketing (primarily US focus)
- **Curriculum**
Around 100 courses
99% are instructor led
All are in English
Localisation responsibility of local country
- **Delivery**
Local country chooses what to offer from the curriculum
and in what language

An example Curriculum Development Lifecycle





Global Corporate Services decides strategy and delegates ownership of the curriculum to...

Curriculum Development Team

- Primarily dedicated resources
- Centralised management
- Development team in US and India
- 'Buy in' time from field resources
- 'Deliver' a curriculum to the field

Curriculum

Course manuals

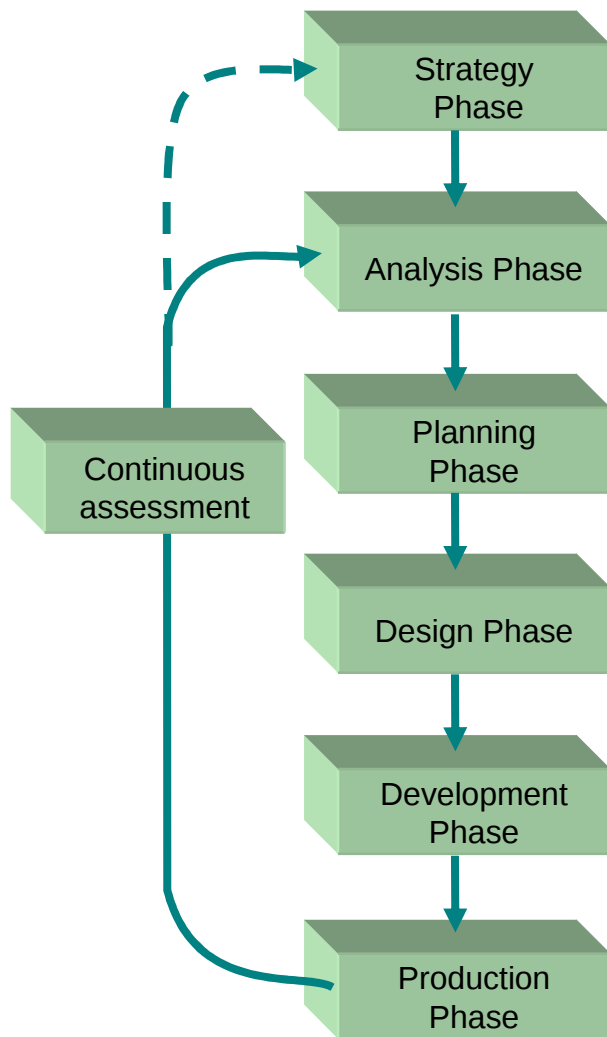
Instructor guide

Student guide

Lab guide

PC image

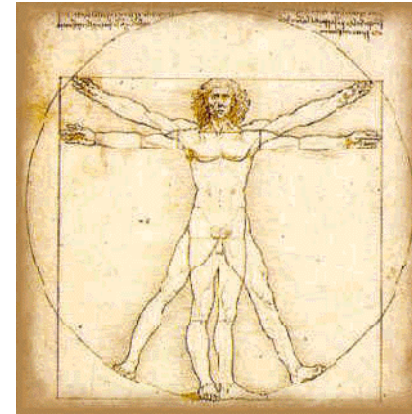
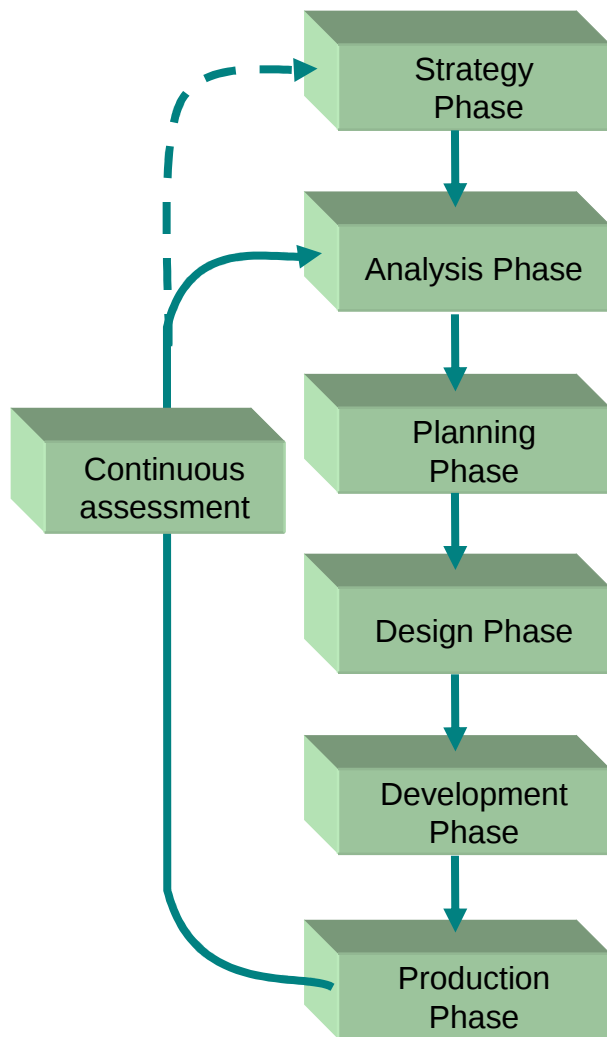
Certification (& related materials)



Each course is managed as a project.

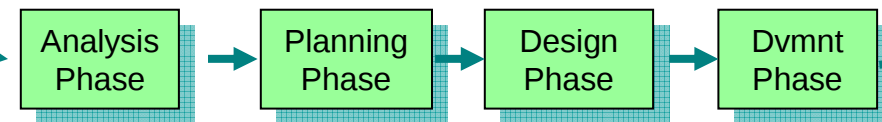
The curriculum development lifecycle therefore spawns a series of projects:

Course Code	Course Name	Courseware Vers.	Pre-Release Order date	Avail for GA Ordering	Avail for 1st Customer Teach
DEV534	Moving to PowerBuilder 10	v1.0	01-Oct-04	13-Oct-04	27-Oct-04
TBD	PowerBuilder 10 Masters Boot Camp	v1.0		TBD	TBD
DEV132	Fast Track to PowerBuilder 10	v1.1	07-Jan-05	27-Jan-05	27-Jan-05
DEV119	Fast Track to PowerBuilder 9	v1.4	01-Jan-05	14-Jan-05	14-Jan-05
DEV542	Mastering Enterprise DataWindows: Advanced Techniques in Data Driven Development	v1.0	28-Oct-05	05-Nov-04	05-Nov-04
DEV555	EAServer 5.0 Administration	v1.0	TBD	TBD	TBD
EDB550	Mastering T-SQL Programming: Advanced Tips & Techniques	v1.0	17-Dec	29-Dec-04	29-Dec-04
EDB352	Fast Track to Dynamic Archiving	v1.1	18-Dec	29-Dec-05	29-Dec-05
EDB365	Powering Up to ASE 12.5.2	v1.1	17-Oct	04-Nov-04	04-Nov-04
EDB372	Powering Up to Replication Server 12.6	v1.1	17-Oct	01-Nov-04	01-Nov-04



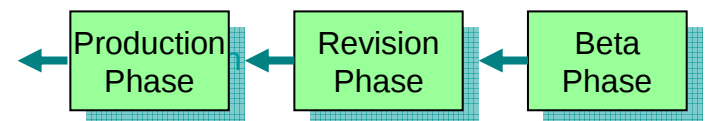
Project Entrance

Construction Phases

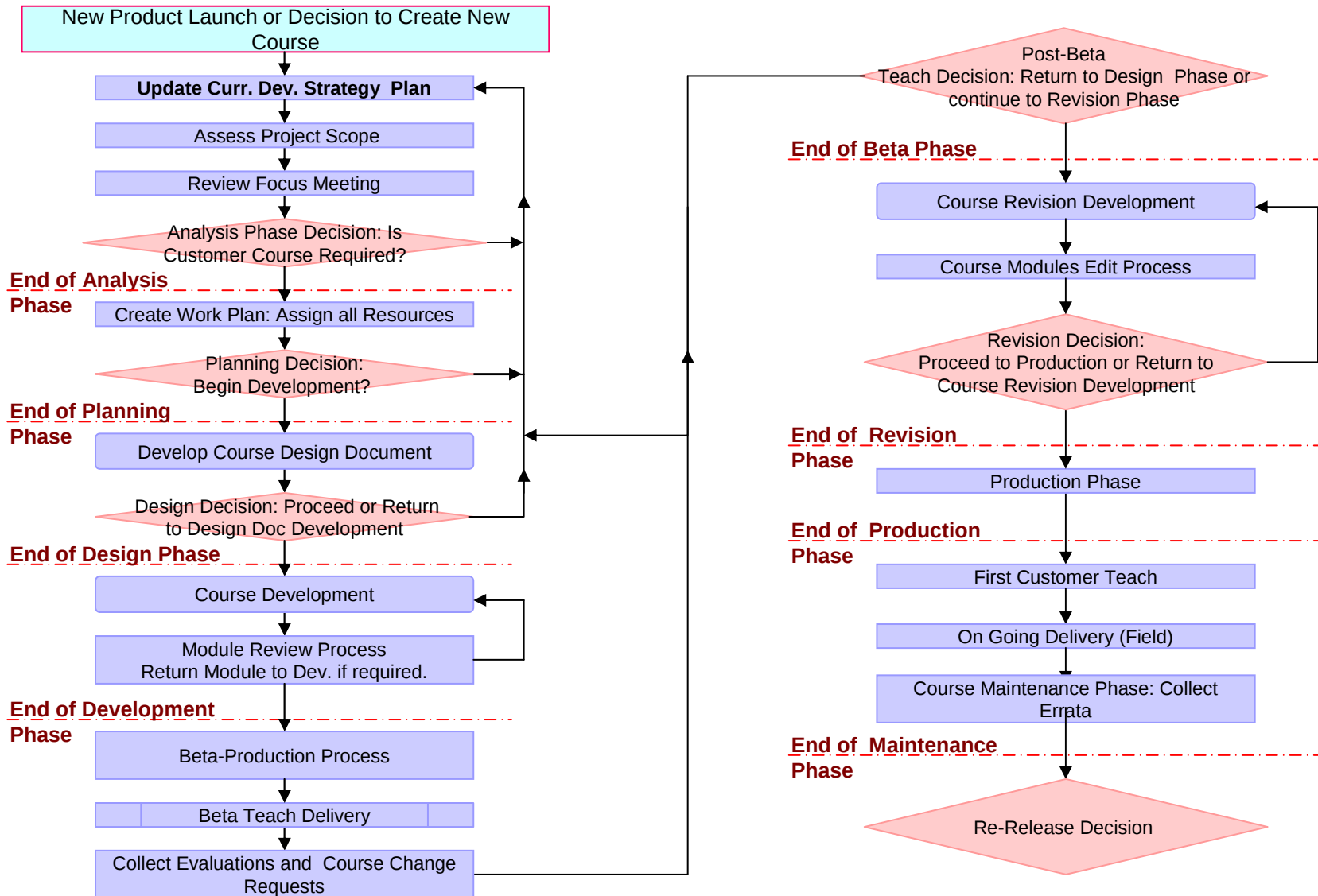


Project Exit

Verification Phases



Curriculum Development Lifecycle Phase Activities



Team Roles and Responsibilities

Project Manager	Maintains and Ensures that the development proceeds according to Design and Work Plan.
Lead Course Developer	Responsible for overall project development and maintenance
Course Developer	Assists Lead Developer
Lab Developer	Design, development and testing of a business use case labs
Production Staff	Responsible for course BOM, Production of all deliverables for courseware release
Technical Writer	Ensures the application of the Sybase Style Guide to the course documents
Lead Instructor	Responsible for reviewing course modules. Part of course design team
Graphics Designer	Creates courseware graphics
Release Coordinator	Coordination of printed and manufactured materials
Reviewers	Partners , Instructors, Engineering, Marketing, Sales, Support, etc
Maintenance Developer	Collect field input, consolidate feedback and track all Course Change Requests.
Education Systems	Creation, testing and delivery of class images for course updates and new development projects

To be part of the Development team, providing input on

- Teach-ability – style, speed, duration etc
- Technical content

To represent the field input

- Be their spokesperson
- "Poll" the instructors

Focus their input on teach-ability

- try to anticipate the delivery of the entire course
- don't focus on proof-reading

**Analysis Phase**

-  Course Project Needs Analysis
- Course Change Request

Planning Phase

-  Education Rollout Plan
- Project Work Plan
- High-Level Project Production Plan

Design Phase

-  Course Outline
- Course Design Document
- Course Description
- Image Request Document

Development Phase

- Student Guide
- Instructor Guide
- Lab Work Book
-  Classroom Set Up Guide
- Image

**Beta Phase**

- Beta-Teach BOM
- Beta-Teach Evaluation

Revision Phase

- Development Phase plus:
-  Errata and Evaluation
- Course Change Request

**Production Phase**

- Production BOM
- Course Availability
- Components Lists

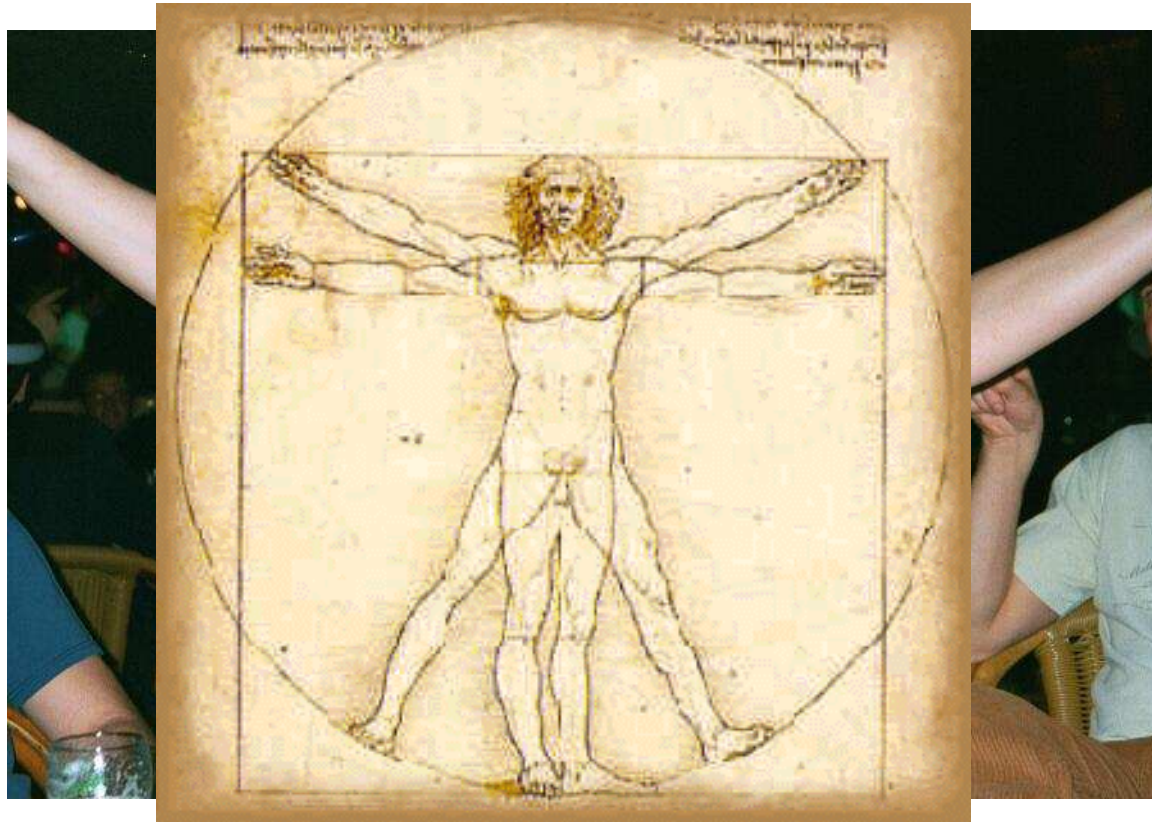
Maintenance Phase

-  Errata Sheet
- Revision criteria



- Key interactions with the field

So that's the theory....



What do you care about?

As an Instructor, I care about:

- ...availability of courseware
- ...version of courseware & BOM
- ...quality of materials
- ...quantity of materials
- ...fit to local culture
 - lab vs lecture
 - duration
- ...quality of content
- ...integrity of Labs
 - accuracy
 - consistency
 - modularity
- ...classroom environment eg PC image
- ...up to date errata information
- ...closed loop feedback process
- ...ability to contribute to development

As a Student, I care about:

During the class

- ...availability of manuals
- ...accuracy & level of labs
- ...freebies
- ...can I get them home?

After the class

- ...ability to stand alone as a reference
- ...quality of content
- ...need to reflect the class structure so I can use then as a recall tool
- ...quality of materials

As a Student, I care about:

During the class

- ...availability of manuals
- ...accuracy & level of labs
- ...freebies
- ...can I get them home?

After the class

- ...ability to stand alone as a reference
- ...quality of content
- ...need to reflect the class structure so I can use then as a recall tool
- ...quality of materials

Example student feedback

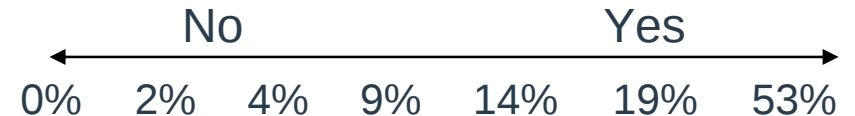
Amount of material covered

Too little	Right	Too much
2%	96%	2%

Amount of technical detail

Too little	Right	Too much
5%	94%	<1%

Exercises were sufficiently challenging



**Analysis Phase**

-  Course Project Needs Analysis
- Course Change Request

Planning Phase

-  Education Rollout Plan
- Project Work Plan
- High-Level Project Production Plan

Design Phase

-  Course Outline
- Course Design Document
- Course Description
- Image Request Document

Development Phase

- Student Guide
- Instructor Guide
- Lab Work Book
-  Classroom Set Up Guide
- Image

**Beta Phase**

- Beta-Teach BOM
- Beta-Teach Evaluation

Revision Phase

- Development Phase plus:
-  Errata and Evaluation
- Course Change Request

**Production Phase**

- Production BOM
- Course Availability
- Components Lists

Maintenance Phase

-  Errata Sheet
- Revision criteria



- Key interactions with the field



Analysis Phase



Course Project Needs Analysis
Course Change Request

Planning Phase



Education Rollout Plan
Project Work Plan
High-Level Project Production Plan

Design Phase



Course Outline
Course Design Document
Course Description
Image Request Document

Development Phase



Student Guide
Instructor Guide
Lab Work Book
Classroom Set Up Guide
Image

Courseware availability
Report

Source files available
for customisation

Courseware stock tracking

3rd party Ordering and
Production

Ghost Enterprise Architecture
for image maintenance

Emergency reporting
process

Error reporting
Process
(web)

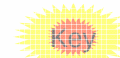
Student
evaluations



Beta Phase

Beta-Teach BOM
Beta-Teach Evaluation

Revision Phase



Development Phase plus:
Errata and Evaluation
Course Change Request

Production Phase

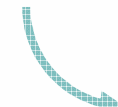


Production BOM
Course Availability
Components Lists

Maintenance Phase



Errata Sheet
Revision criteria



Instructor involvement in design

Accuracy of course books

Version control

Error management

And finally..

A good instructor can save a poor course.

The reverse is not true