Modern Blended Learning Design for Corporate Training Course

28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #TDD9356_294747

Course Introduction / Overview:

In today's dynamic corporate landscape, a one-size-fits-all training approach is no longer effective. Blended learning, the thoughtful integration of online digital media with traditional face-to-face instruction, has emerged as a powerful strategy to enhance employee development, engagement, and performance. This course provides a comprehensive roadmap for designing, implementing, and evaluating successful blended learning programs tailored to the modern workforce. Drawing on foundational principles from experts like Michael B. Horn, co-author of "Blended: Using Disruptive Innovation to Improve Education," we explore how to strategically combine synchronous and asynchronous learning activities to create flexible, impactful, and cost-effective training solutions. Participants will move beyond theory to gain practical skills in instructional design, technology selection, and facilitation for hybrid environments. At BIG BEN Training Center, we have crafted this program to empower learning professionals to build scalable training initiatives that directly align with organizational goals, drive measurable results, and foster a culture of continuous learning. This is an essential skill set for anyone responsible for corporate education and talent development in the 21st century.

Target Audience / This training course is suitable for:

- Learning and Development (L&D) Managers.
- Corporate Trainers and Facilitators.
- Instructional Designers and Curriculum Developers.
- Human Resources (HR) Professionals.
- Training Coordinators and Specialists.
- Department Heads and Team Leaders responsible for employee training.
- Organizational Development Consultants.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Manufacturing and Engineering.
- Retail and Customer Service.
- Governmental Bodies and Public Sector Organizations.
- Non-Profit and Educational Institutions.

Target Organizations Departments:

- Human Resources.
- Learning and Development.
- Training and Employee Development.
- Operations and Production.
- Sales and Customer Support.
- Information Technology (IT) Support for L&D.
- Any department involved in upskilling and reskilling its workforce.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze training needs to determine the most effective blended learning model.
- Design engaging and coherent blended learning curricula from scratch.
- Develop compelling content for both online and face-to-face components.
- Select appropriate learning technologies and digital tools to support blended delivery.
- Implement strategies to maximize learner engagement and interaction in a hybrid environment.
- Facilitate both synchronous and asynchronous learning activities effectively.
- Evaluate the impact and return on investment (ROI) of blended training programs.
- Apply adult learning principles to create learner-centered experiences.
- Manage the logistical and technical aspects of a blended learning initiative.
- Iterate and improve blended learning designs based on feedback and learning analytics.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and learner-centric, mirroring the principles of blended learning itself. This course moves beyond traditional lectures to immerse participants in a hands-on learning environment. A significant portion of the program is dedicated to real-world case studies, allowing attendees to analyze successful and unsuccessful blended learning implementations across various industries. Participants will work in collaborative groups on a capstone project, designing a complete blended learning solution for a given corporate scenario, from needs analysis to evaluation plan. This project-based approach ensures that theoretical concepts are immediately applied to practical challenges. The sessions will feature interactive workshops, peer-to-peer feedback sessions, and demonstrations of key learning technologies. Our expert facilitators foster a dynamic learning community, encouraging open discussion and problem-solving. The methodology emphasizes learning by doing, ensuring that every participant leaves with not only the knowledge but also the confidence to implement effective blended learning strategies within their own organization.

Course Agenda (Course Units):

Unit One: Foundations of Blended Learning

- Introduction to Blended Learning in the Corporate Context.
- The 'Why' Behind Blended Learning: Benefits and Challenges.
- Exploring Key Blended Learning Models: Flipped Classroom, Station Rotation, and Flex.
- Comparing A La Carte, Enriched Virtual, and Individual Rotation Models.
- Understanding the Difference Between Blended, Hybrid, and Online Learning.
- Aligning Blended Learning Strategy with Business Objectives.
- Case Study Analysis of a Successful Blended Learning Program.

Unit Two: Instructional Design for Blended Environments

- Applying the ADDIE Model to Blended Course Design.
- Conducting a Thorough Training Needs and Audience Analysis.
- Writing Clear and Measurable Learning Objectives for a Hybrid Format.
- Structuring the Learner Journey: Mapping Activities Across Modalities.
- Principles of Adult Learning (Andragogy) in Blended Design.
- Creating Engaging Content for Asynchronous Modules.
- Designing Interactive and Collaborative Face-to-Face Sessions.

Unit Three: Technology and Tools for Blended Delivery

- The Role of the Learning Management System (LMS) in Blended Learning.
- Evaluating and Selecting Authoring Tools for e-Learning Content.
- Leveraging Video and Multimedia for Maximum Impact.
- Choosing Virtual Classroom and Webinar Platforms for Synchronous Sessions.
- Utilizing Social Learning and Collaboration Tools (Forums, Wikis).
- Designing Effective Assessments: Quizzes, Simulations, and Projects.
- Introduction to Learning Analytics and Data-Driven Design.

Unit Four: Facilitating and Managing Blended Programs

- The Evolving Role of the Trainer to a Blended Learning Facilitator.
- Techniques for Engaging Learners in Virtual Synchronous Sessions.
- Managing Asynchronous Discussions and Providing Timely Feedback.
- Building a Sense of Community Among Remote and In-Person Learners.
- Troubleshooting Common Technical and Logistical Challenges.
- Communication Strategies for a Blended Learning Rollout.
- Time Management for Learners and Facilitators in a Blended Course.

Unit Five: Evaluation, ROI, and Future Trends

- Applying the Kirkpatrick Model to Evaluate Blended Learning Effectiveness.
- Measuring Business Impact and Calculating Return on Investment (ROI).
- Collecting and Analyzing Learner Feedback for Continuous Improvement.
- Using LMS Data and Learning Analytics to Refine Course Design.
- The Role of Microlearning and Gamification in Blended Strategies.
- Exploring the Impact of AI and Personalization on Blended Learning.
- Developing a Personal Action Plan for Implementing Blended Learning.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As AI-driven personalization becomes more sophisticated, how might the core principles of established blended learning models need to evolve to remain effective?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing intensely on the practical application of blended learning principles within a corporate framework, moving far beyond mere theoretical discussion. While other programs may list various models, we guide participants through the critical thinking process of selecting and adapting the right model to solve specific business problems, whether it's improving sales team performance or onboarding new hires more efficiently. Our curriculum is built around a "design-for-impact" philosophy, emphasizing the measurement of training effectiveness and the calculation of return on investment (ROI), a crucial skill for modern L&D professionals seeking to demonstrate value. Furthermore, the course content is deeply rooted in established instructional design methodologies like ADDIE and adult learning theories, ensuring that the solutions created are not only technologically sound but also pedagogically effective. The hands-on capstone project provides an unparalleled opportunity to build a complete blended learning program from the ground up in a supported, collaborative environment, ensuring participants leave with a tangible portfolio piece and the confidence to lead similar initiatives in their own organizations.