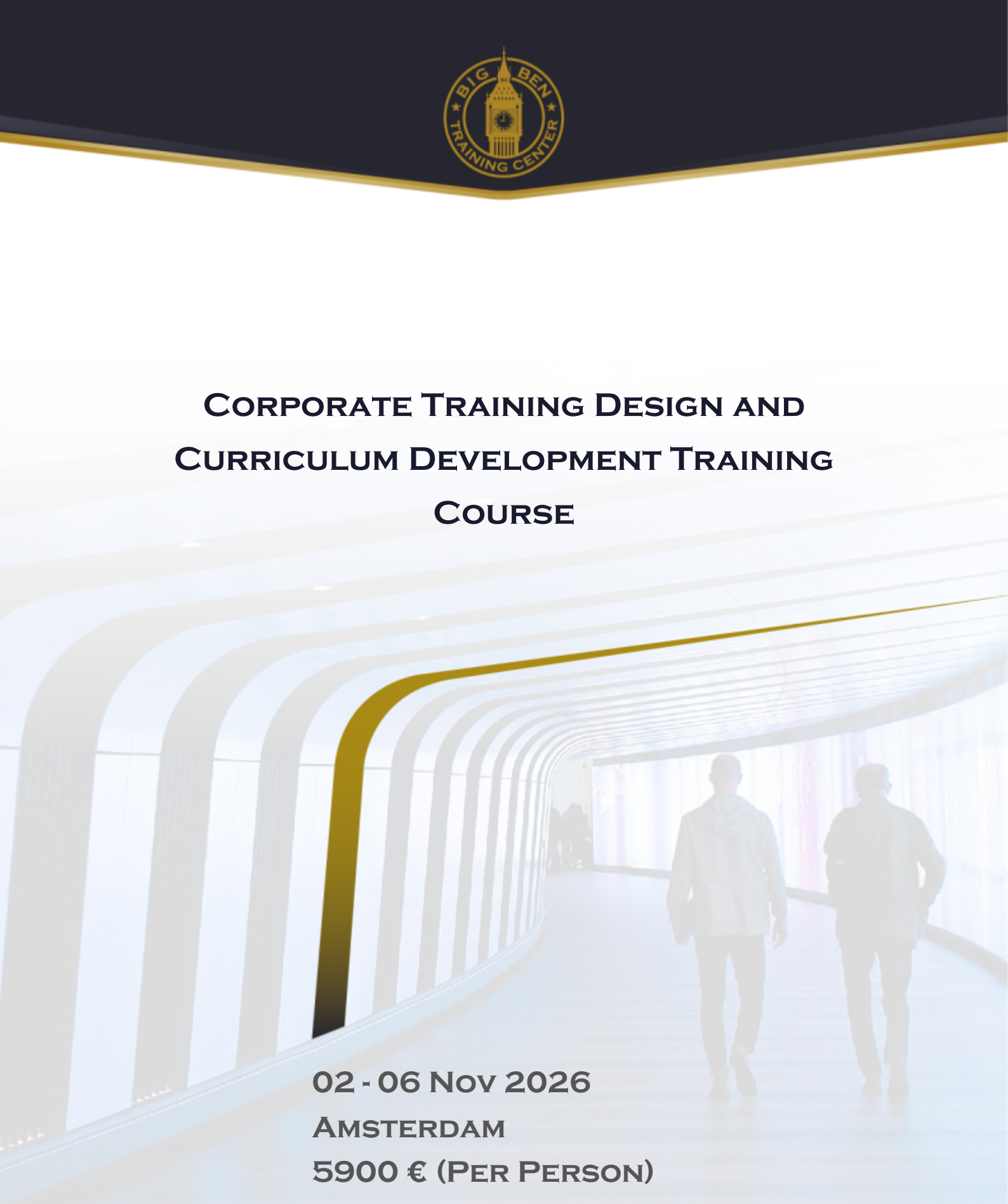
Corporate Training Design and Curriculum Development Training Course



02 - 06 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #TDD9688_189541

Course Introduction / Overview:

This comprehensive course is designed to equip professionals with the essential skills for designing and developing high-impact corporate training programs. In today's competitive landscape, effective training is not just a benefit but a strategic necessity for organizational growth and performance improvement. This program delves into the complete instructional design lifecycle, from conducting a thorough training needs analysis (TNA) to evaluating the ultimate business impact of learning interventions. Participants will explore foundational theories and practical models, drawing on the work of seminal figures like Malcolm Knowles, whose principles of andragogy are central to modern adult learning. We will reference key concepts from his influential book, "The Adult Learner," to understand how to create training that resonates with and motivates professional audiences. BIG BEN Training Center has structured this course to be intensely practical, focusing on building tangible skills in curriculum development, content creation, and the implementation of blended learning strategies. By mastering these competencies, participants will be able to design learning experiences that are not only engaging and effective but also directly aligned with strategic business objectives, ensuring a measurable return on investment.

Target Audience / This training course is suitable for:

- Training Managers and Coordinators.
- Instructional Designers and Curriculum Developers.
- Human Resources Professionals.
- Learning and Development (L&D) Specialists.
- Corporate Trainers and Facilitators.
- Talent Management Professionals.
- Department Heads and Team Leaders responsible for team training.
- Organizational Development Consultants.
- Anyone aspiring to a career in corporate training and development.

Target Sectors and Industries:

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

Target Organizations Departments:

- Human Resources Department.
- Learning and Development Department.
- Training and Development Department.
- Talent Management and Organizational Development.
- Sales and Customer Service Departments.
- Operations and Production Departments.
- Information Technology Department.
- Compliance and Quality Assurance Departments.

Course Offerings:

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

- Conduct a comprehensive training needs analysis (TNA) to identify performance gaps.
- Apply adult learning principles and theories to design effective training programs.
- Write clear and measurable learning objectives using Bloom's Taxonomy.
- Structure and map a complete training curriculum from start to finish.
- Develop engaging and interactive training materials for various delivery formats.
- Incorporate blended learning and e-learning strategies into training design.
- Design effective assessment tools to measure learning and skill acquisition.
- Implement the Kirkpatrick Model to evaluate training effectiveness at all four levels.
- Calculate and demonstrate the return on investment (ROI) of training initiatives.
- Create compelling storyboards and design documents for training projects.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply what they learn in their professional roles. We move beyond traditional lecture-based formats to create a dynamic learning environment grounded in experiential learning. The course heavily utilizes case studies from various industries, allowing participants to analyze real-world challenges in training design and develop strategic solutions. A significant portion of the program is dedicated to hands-on workshops where participants will work individually and in small groups to design curriculum outlines, develop training materials, and create evaluation plans. These collaborative activities foster peer learning and provide diverse perspectives on instructional design problems. Our expert facilitators guide participants through interactive discussions, practical exercises, and simulation activities. Continuous feedback is a cornerstone of our approach, with structured peer review sessions and personalized guidance from the instructor to refine participants' skills throughout the five-day course. This blended approach ensures a deep understanding of both the theory and the practical application of corporate training design.

Course Agenda (Course Units):

Unit One: Foundations of Instructional Design and Needs Analysis

- The strategic role of training in modern organizations.
- Overview of major instructional design models like ADDIE and SAM.
- Understanding adult learning principles (Andragogy).
- Conducting a comprehensive Training Needs Analysis (TNA).
- Distinguishing between training and non-training performance issues.
- Stakeholder analysis and management in training projects.
- Defining the scope and goals of a training program.

Unit Two: Designing the Curriculum and Learning Objectives

- The principles of effective curriculum design and structure.
- Writing clear, measurable, and achievable learning objectives using Bloom's Taxonomy.
- Mapping course content to learning objectives and business goals.
- Sequencing content for optimal learning flow and retention.
- Developing a detailed course outline and session plan.
- Introduction to Learning Experience Design (LXD).
- Choosing the right training delivery methods and formats.

Unit Three: Developing Engaging Training Content and Materials

- Techniques for creating compelling facilitator guides and participant workbooks.
- Visual design principles for impactful training presentations.
- Incorporating storytelling and real-world scenarios into content.
- Introduction to developing content for e-learning and virtual training.
- Designing interactive activities, case studies, and group exercises.
- Principles of gamification to enhance learner engagement.
- Selecting and creating effective training aids and job aids.

Unit Four: Blended Learning and Modern Delivery Strategies

- Designing effective blended learning programs.
- Best practices for Virtual Instructor-Led Training (VILT).
- Integrating microlearning and mobile learning into a curriculum.
- Facilitation skills for engaging both in-person and virtual audiences.
- Managing group dynamics and encouraging participation.
- Leveraging technology and Learning Management Systems (LMS).
- Adapting existing content for different delivery platforms.

Unit Five: Evaluating Training Effectiveness and ROI

- Introduction to the Kirkpatrick Model of Training Evaluation.
- Designing Level 1 (Reaction) and Level 2 (Learning) assessments.
- Methods for evaluating Level 3 (Behavior) and Level 4 (Results).
- Developing tools like surveys, quizzes, and observation checklists.
- Calculating the Return on Investment (ROI) of training programs.
- Communicating training results and impact to stakeholders.
- Creating a continuous improvement cycle for training programs.

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:

How can instructional designers effectively balance the need for standardized, scalable training with the growing demand for personalized, adaptive learning paths in a large organization?

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

This course distinguishes itself by moving beyond theoretical frameworks to focus intensely on the practical application and business impact of instructional design. While many programs cover the basics of the ADDIE model, our curriculum dedicates significant time to the most critical and often overlooked stages: a rigorous front-end analysis and a robust back-end evaluation. We emphasize the skills needed to link every aspect of a training program directly to measurable business outcomes, teaching participants not just how to train, but how to prove the value of their training through clear ROI calculations and performance metrics. Another unique quality is the course's strong focus on developing a versatile skill set for the modern learning landscape. Participants will not only design traditional instructor-led materials but will also gain hands-on experience in structuring content for blended learning, virtual classrooms, and microlearning environments. The methodology, centered on real-world case studies and a capstone project where participants design a complete training module, ensures that skills are not just learned but mastered. This pragmatic, results-oriented approach transforms participants from training coordinators into strategic business partners.