



How to Plan and Manage an e-Learning Programme

Roger Lewis and Quentin Whitlock

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E-learning, as with many other aspects of the digital revolution, was hailed as the panacea for training and development. In the intervening years and following a number of, sometimes painful, lessons for learning providers, client organizations and the learners themselves, we now have a more realistic view of the opportunities provided by this medium and of the skills and processes needed to make it work.

Roger Lewis and Quentin Whitlock's *How to Plan and Manage an E-learning Programme* is a complete guide to best practice on managing the processes, the content and all of the people involved.

Practising what they preach, the authors break the subject down into manageable chunks and use a wide range of examples and plenty of checklists to give you a rigorous and yet highly practical route map, from planning, designing and selling the initial concept, through testing to launch and evaluation.

E-learning, despite its reliance on technology is a people-oriented process and the authors include advice on managing and supporting learners (and their expectations), building and managing the e-learning development and support teams.

Commissioning effective materials and sustaining e-learning is an expensive, time-consuming and risky business. *How to Plan and Manage an E-learning Programme* is a must-have guide for those tasked with championing e-learning, designing or commissioning programmes, and supporting and sustaining learners.

Contents

Introduction; Planning an e-learning programme Part I; Planning an e-learning programme Part II; Business planning and marketing; Analysing learning needs; Defining and testing learning outcomes; Making a learning plan; Managing assessment; Managing learner support; Managing materials selection and adaptation; Developing and accessing learning materials; Managing the e-learning development team; Learning management systems and standards; Glossary; References; Index.

About the Author

Professor Roger Lewis has written many books for teachers, trainers and students. He is on the editorial board of 'Open Learning' and is external examiner for an on-line masters course at the Open University. He has worked in higher education, schools, industrial training and has carried out consultancies for public and private sector organisations.

Quentin Whitlock has worked in distance learning and technology-based training for 30 years as a course designer, project manager and consultant. He has been particularly active in the training of authors in the corporate sector and has published many papers and journal articles on aspects of training design.

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