

Certificate in Learning & Development

培訓與人才發展證書課程

15 Nov - 13 Dec 2014 (Sat)

Course Features

- ➔ Understand the latest trend in L&D
- ➔ Highly practical based on real case studies
- ➔ Company visit to learn best practices in L&D
- ➔ Consultant sharing on e-learning and m-learning

In a highly competitive and changing world, life-long learning and continuous improvement becomes increasingly important as companies need to be adaptive and fast moving in order to outperform competitors - for survival and for growth. Learning & Development (L&D) function is crucial to a company as it helps nurture staff and equip them with the necessary skills and knowledge for service and performance excellence.

Hong Kong Productivity Council (HKPC), in collaboration with the Institute of Training Professionals (ITP), launches this Certificate Program with an aim to providing training professionals with practical knowledge and skills in training and development practices.

Professional Recognition

This Certificate program is endorsed and recognized by ITP as one of the qualifications approved for admission to ITP's Associate Membership.

To learn more about ITP, please visit the website:
<http://www.itp.org.hk>

Target Participants

- » Non-HR executives who wish to embark on a career in L&D
- » HR and L&D executives who would like to enhance their presentation and facilitation skills
- » Managers, supervisors and professionals who need to train and coach their subordinates

Program Objectives

On completion of the Program, participants are expected to be able to:

- » Identify and apply methods of training need analysis
- » Apply learning theories and methodologies in course design and delivery
- » Design training programs based on training cycle
- » Understand the essential elements in motivating learning
- » Apply technologies in running a training program
- » Demonstrate effective skills in presenting and facilitating training sessions

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Day 1

Role & Importance of L&D

- » Why invest in L&D
- » Roles and Objectives of L&D Department
- » Managing L&D function
- » Education vs L&D
- » Importance of L&D

Training Theories and Learning Concepts

- » What is Learning
- » Factors affecting Learning
- » Experiential Learning Cycle
- » Learning Cycle
- » Hints on Adult Learning

Day 2

Training Needs Analysis

- » The Training Cycle
- » Overview of Training Needs Analysis (TNA)
- » Process of Identifying Training Needs
- » Designing a Needs Assessment
- » TNA Report

Defining Learning Objectives

- » Aims and Objectives
- » Learning Objectives / Final Objectives
- » Functions and Components of Learning Objectives
- » Rules to help you Write Down the Objectives
- » Hints on creating clean and focused Objectives

Day 3

Designing a Course

- » Steps in Program Design
- » Learning Methodologies
- » Key Elements in Instructional Design Process
- » Specify Instructional Strategy
- » Factors Affecting Program Design

Planning a Learning Session

- » Planning a Learning Session
- » Factors Affecting the Plan
- » Learning Approaches
- » Lesson Plan

Post-course Evaluation

- » Purpose of Post-course Evaluation
- » Methods and Levels of Evaluation
- » Follow-up Actions

Day 4

Presentation Skills and Demonstration Techniques

- » Pre-course Preparation
- » Presentation Skills
- » Demonstration Techniques
- » Q & A Techniques
- » Non-verbal Communication
- » A trial presentation

Day 5

Applications of technologies in Training & Development

- » Evolution of the learning technology with learning theories
- » Instructional design theory of e-learning and m-learning
- » Instructional and assessment strategy
- » Design for success (cases sharing)

Company Visit

(HKPC and ITP reserve the right to amend the program contents)



Speakers

Catherine Lee, a L&D professional with over 14 years experience in L&D. Over the years, she has designed and conducted various programs in leadership development, service excellence, trainer development, team building and personal development. Catherine is one of the core Excom Members of ITP who helps manage the Institute and organize activities / seminars for developing training practitioners.

Kelvin Sze, a L&D professional with over 20 years experience in L&D with major companies and Institutes. Apart from conducting training programs for HKPC, Mr. Sze has been the guest speaker of the “ Certificate course in Training and Development “ in HK Institute of Education, and he conducted the “ Train-the-trainers” and related programs for SPACE, University of Hong Kong since 1997. Kelvin is one of the core Excom Members of ITP who actively participates in organising ITP’s activities.

Jessica Nan has over 15-years of innovative and new media solution experiences with a Master of Education degree. As a key consultant, she managed New Media / Learning Technology projects for various conglomerates in Hong Kong and Asia Pacific region and had won the Outstanding ICT achiever award (innovation)” in 2012. She excels in providing strategic and integrated solution through a pragmatic and innovative approach. As one of the executive committee members of Knowledge Management Development Centre, elearning Consortium and e-education Alliance, Jessica dedicates to build capacity of using ICT in the learning community of HK.

Course Dates	15, 22, 29 Nov & 6, 13 Dec 2014 (Sat)	
Time	10:00-13:00 (morning session) and 14:00-17:00 (afternoon session)	
Medium of Instruction	Cantonese supplemented with English terminology (handout will be in English)	
Certification	A certificate will be issued by HKPC & Institute of Training Professionals to those participants: - with attendance rate of at least 75%; and - complete the trial presentation - complete an assignment	
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon	
Course Fee	Normal Fee	HK\$11,000
	Early Bird Fee (Enroll and settle course fee on or before 24 Oct 2014)	HK\$9,900
	Group Discount (Enroll as a group of 2 or more and settle course fee at once)	HK\$9,900
	Members of Institute of Training Professionals / SME One	HK\$9,300
Application Procedure	Please complete and send the enrolment form and fee to us in person / by mail. [Enrollment form: http://u.hkpc.org/enrollform] 1. By mail: Please mark the programme title and programme code on the envelope and send to “Ms Quinto Ng, Productivity Training Institute, Hong Kong Productivity Council, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon” 2. In person (by cash): 1/F Enrolment Counter, Hong Kong Productivity Council, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon Opening hours: Weekdays 09:00-21:00 Saturdays 09:00-17:00	
Enquiries	Ms Ng Tel: 2788 6268 Email: quintong@hkpc.org Fax: 2788 6260 Website: http://www.hkctrainingonline.com	