

EME 6631
MANAGING INSTRUCTIONAL DEVELOPMENT

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DESCRIPTION

This course covers the management of all phases of instructional development projects, including planning, team selection and building, scheduling, budgeting, monitoring, and evaluating. It also covers several supporting competencies and application areas that pertain to managing instructional development. At the individual level these include leadership and action planning. At the organizational level they include managing change and developing a learning organization. The emphasis is on practical skill development and the use of management tools and techniques.

GOAL

To acquire the skills and knowledge to lead and manage the planning, implementation, and evaluation of instructional development projects in an organizational setting.

OBJECTIVES

Based on the initial material on leadership and the primary textbook:

1. identify uses and misuses of leadership and action planning tactics,
2. define and describe all phases of project management,
3. evaluate project management strategies in relation to project goals and context,
4. select and apply appropriate techniques and tools for each phase of project management,
5. develop and describe a project management plan for a selected instructional development situation.
6. provide a summary of useful implications from a book or selected articles on instructional development management and training management.

MATERIALS

Textbook: Greer, M. (1992). *ID project management*. Englewood Cliffs, NS: Educational Technology Publications, Inc. [Campus book store]

Readings: Hersey, P., & Blanchard, K. H. (1988). *Management of Organizational Behavior*, Fifth Edition. Chapters 3, 4, 5, and 8. This material is available at the reserve desk in the Curriculum Resource Center.

Hon, D. *Meetings that matter*. Selections from this book are available at the copy center, ground floor, Stone Building. A complete copy of the book is at the reserve desk in the Curriculum Resource Center.

GRADING POLICY

Course grades will be based on the successful completion of all course requirements. The final grade will be computed by totaling the scores on the assignments. Grades are based on the following scale: 90% and above = A; 80 to 89% = B; 70 to 79% = C

REQUIREMENTS

High quality and timeliness are required of all products submitted. Criteria for individual assignments will be presented. All written work must be typed or word-processed. (Please be sure that your ribbon or toner is dark enough to produce type that is easy to read.) Quality of communication (neatness, good formatting, correct use of grammar and punctuation, and accurate spelling) does have an influence on grades in this course which is teaching you to implement quality standards as a manager.

SCHEDULE

<i>Wk</i>	<i>Topic</i>	Readings	Due
1 (1/8)	Course Introduction	Text: Preface	
2 (11/15)	Holiday		
3 (1/22)	Leadership & Action Planning	Hersey & Blanchard (Chapters 3, 4, 5, 8)	Quiz
4 (1/29)	Training Management	Hon (Meetings that Matter)	

5 (2/5) **Phase 1: Planning**
Leadership

Analysis	Project Management Overview	Text: Preface	
	Project Scope	Text: Chap. I	
	Project Estimation	Text: Chap. 2	
6 (2/12)	Project Estimation, <i>continued</i>		
	Project Organization	Text: Chap. 3	
7 (2/19)	Project Organization, <i>continued</i>		
8 (2/22)	Phase II: Instructional Development		
	Gathering Information	Text: Chap. 4	
9 (3/14) Article/Book critique	Developing the Blueprint	Text: Chap. 5	
10 (3/11)	Creating Draft Materials	Text: Chaps. 6, 7, & 8	
	Conducting Formative Evaluation		
	Producing Master Materials		
11 (3/18)	Spring Break		
12 (3/25)	Phase III: Follow Up		
	Managing Reproduction and Distribution	Text: Chaps. 9 & 10	
	Evaluating Project Outcomes and Process		
13 (4/1)	Working With Vendors	Text: Appendix A	Management Plan
	Managing Change		
14 (4/8)	Supporting the Learning Organization		
15 (4/15)	Management Plan Presentations	Presentations	

ASSIGNMENT SUMMARY

<i>Activities</i>	<i>Weightings</i>
1. Class participation	10%
2. Quiz	15%
3. Leadership Analysis	25%
4. Article/book critique	25%
5. Management plan and presentation	25%

DESCRIPTION OF ASSIGNMENTS

1. Class participation Participate in group and individual exercises, and in class discussions, Attend final presentations, This is important because many of the learning activities are included in task-oriented exercises that are conducted during class.
2. Quiz This test covers Chapters 3, 4, 5, and 9 from Hersey & Blanchard. A take-home test may be used as a re-test for those who do not meet the criterion with the quiz,
3. Leadership analysis You will analyze management role and the leadership behavior of a person in a project management context with respect to the use of situational leadership principles and task-oriented meeting guidelines. A more detailed set of instructions will be distributed in class.
4. Article/book review Read a book or several articles in the areas of management that have a direct or indirect relationship to any aspect of managing instructional development or training management. These readings can be in a highly specific area, such as project coordination and control, or in a more general area such as a current book on leadership principles or managing multimedia development. Examples of book titles and journals to search will be given in class.

Report Guidelines:

- a. Use normal conventions for a well-written paper (title, author, introduction, body, summary/conclusions),
- b. Use a consistent style for citations and references. APA is recommended.