



Project Management Courses With Business Scenarios

Customer Profile

PELCON has been in the training and consulting business for a significant number of years. They help organizations adopt project management practices that will deliver better managed and more profitable projects. PELCON is registered with the PMI Registered Education Provider Program (PMI R.E.P.) and provides comprehensive, continuing and higher education in the field of Project Management.

Business Needs

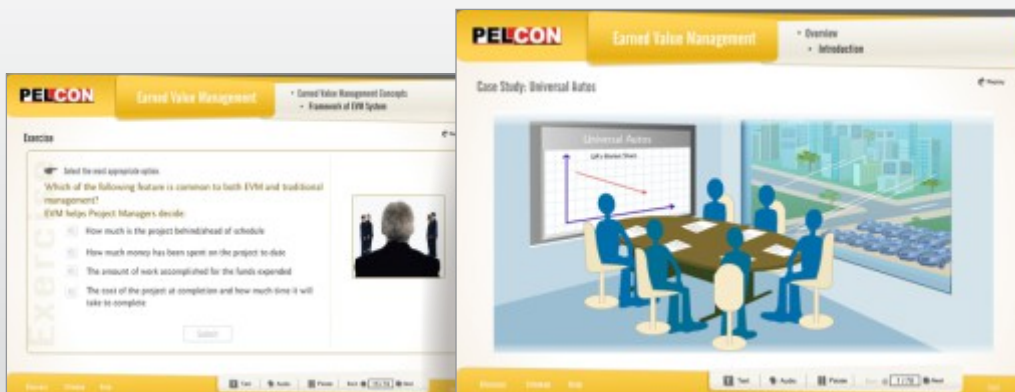
Over the years, PELCON has authored a large amount of IP content on project management related courses. Sensing that there was huge potential for CD-based courses, they decided to leverage their expertise and create a series of such type of courses. These courses were targeted at users preparing for PMP Certification and users in non-software industries who were nevertheless interested in honing their project management skills.

By nature, the contents were quite heavy, dull, and complex, so PELCON was also seeking a way of infusing them with instructional and visual appeal so as to retain the interest of learners in self-learning mode.

The Solution

Considering the learner profile, learning objectives, and the type of content, we adopted an instructional strategy wherein we wrapped the content into business scenarios and presented them piece by piece with the associated content. For example, one scenario began with a project bidding process and continued all the way until the project was bagged. Another scenario followed the stages of a new product launch. This helped to gain and retain the learner's attention.

Complex concepts were presented through text supported by appropriate animations, graphics, and diagrams. The visual style was clean and crisp and the shadow characters designed, ensuring that the tone remained serious.



The courses demonstrated how to use certain techniques to carry out project management related tasks and included examples of related forms and templates. The aim of presenting contents in a more practical manner was to facilitate application of the concepts in real world situations. The course also included several interactivities along the way, making the learning experience more interesting.

The assessments were designed within the scenario frameworks, requiring the learners to evaluate alternatives, make decisions, and take actions. This ensured that learners were kept engaged throughout the course.

PELCON has been successfully selling these CDs online and through retail partners and has received very good feedback from end users.

Highlights

- Scenario-based learning and assessments
- Practical orientation
- Interactive and interesting
- CD-based courses sold online