Strategies to the success of Online Course Development

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Introduction
Online courses provide flexible access to education from a distance. However, learners may encounter frustration and
disappointment in the learning process for various reasons. Faculties might not be familiar with adult learning principles.
The online course developer may have no knowledge, experience, or the skills necessary for developing online
courseware. Online course development can take longer time and more resources. It can also take longer time to deliver
the course. It is, therefore, important that online course development be made efficient and effective for best student
learning.

Objectives
The objective of this workshop is to discuss strategies of successful online course development, student characteristics,
course support, and adult learning methods that contribute to the success of online learning.

Content
Developing online courses materials via a team approach might be strategic to course success. In this workshop, major
roles of course developers such as course visibility, specialization in instructional design, course information
architecture, and technological support will be established. Pros and cons of course management software and
differences of delivering humanities versus “hard core” science classes will be discussed.

Why are some online courses more successful than others? Is it the course content, the instructor’s popularity, the way
the course is delivered, technology, or other reasons that face-to-face classes are preferred to online course, or vice
versa? The roles that the instructor plays and the characteristics that students demonstrate are associated with the
outcomes of learning and course success in an online environment. Learn about student characteristics and what the
instructor can facilitate to make online learning a better experience. A list of online instructional design and adult learning
theories in an online environment will be explored and demonstrated with case examples.