Course Development Process

Self-Paced and Cohort

AI — Planning

AI — Design

AI — Production

AI — Build

Quality

Launch

AI — AI tools such as CoPilot, Uplimit, and HeyGen will be leveraged throughout this process to enhance efficiency, streamline development, and support engaging, interactive learning experiences.
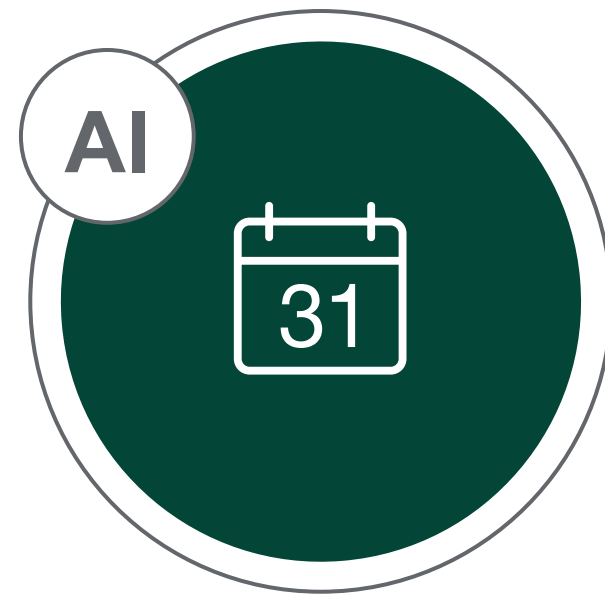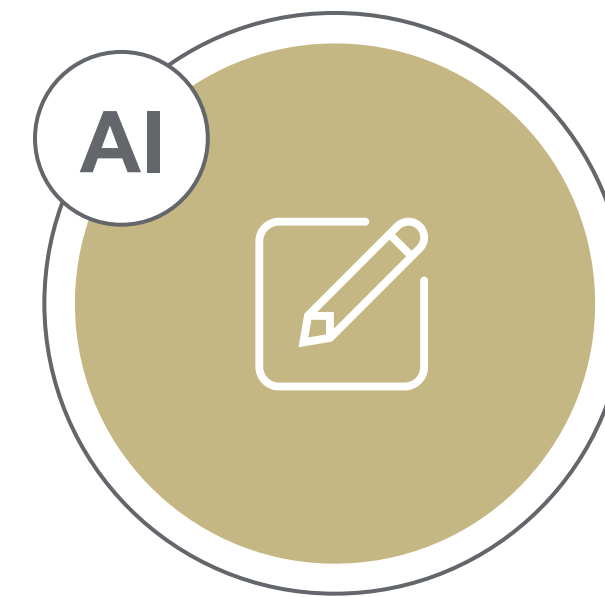
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Course Development Process

Self-Paced and Cohort

AI

Phase 1 - Planning

Phase 1 focuses on aligning objectives, timelines, and resources through a kickoff meeting. The team defines the course structure, content, and learning outcomes, while also planning assessments, exploring AI-supported ideas, and outlining the workflow.
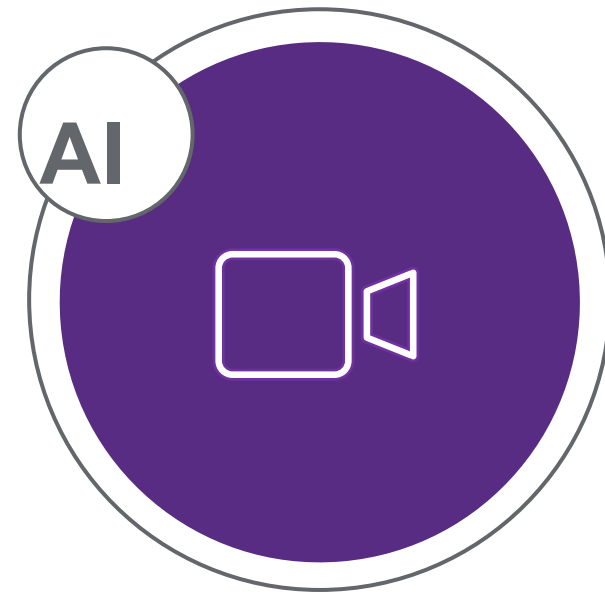
AI

Phase 2 - Design

This phase focuses on turning the course plan into concrete materials. It includes gathering content, completing the course map, and developing detailed storyboards and scripts. The team sets up the LMS site, demos key features, and content into the LMS.
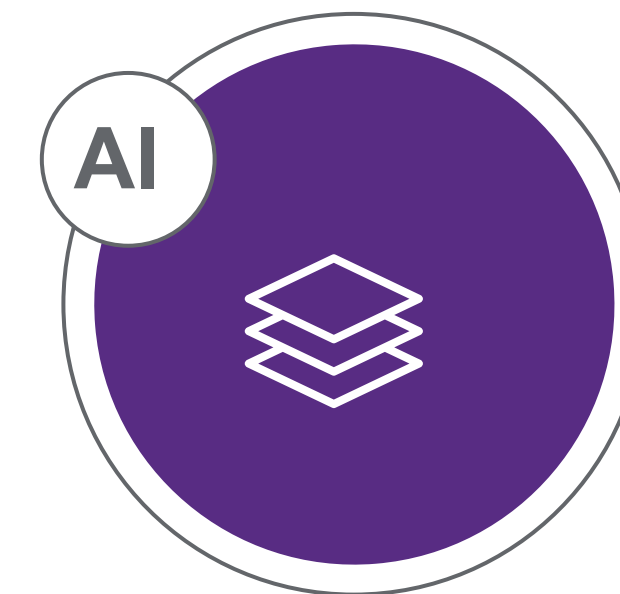
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Course Development Process

Self-Paced and Cohort

AI

Phase 3 - Production

Phase 3 prioritizes video production. EdTech creates detailed media notes, while the LED supports the SME with pre-filming. Filming logistics are coordinated between CTS and the LED, and all media notes are reviewed and approved by the SME.
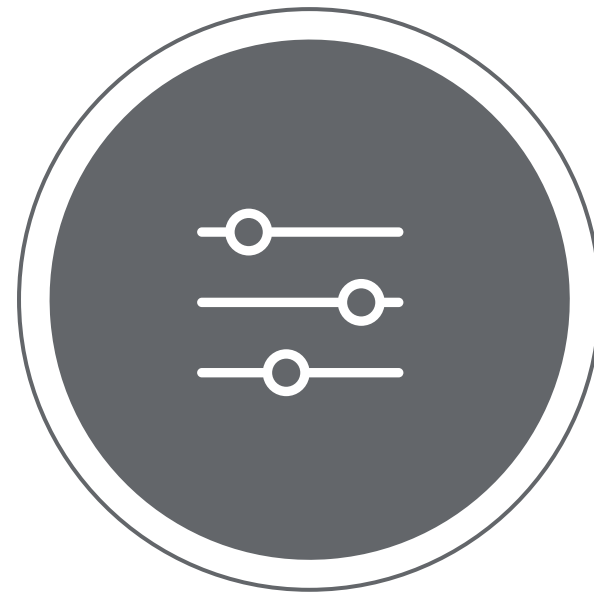
AI

Phase 4 - Build

This phase focuses on course build and can occur in parallel with Phase 3. With the storyboard locked, the LED and LES starts to build the course in Uplimit. The LED oversees the build for consistency, and once videos are ready, the SME reviews and signs off for use.

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Course Development Process

Self-Paced and Cohort

Phase 5 - Quality

Phase 5 ensures the course is fully reviewed and finalized. After the build and video upload, the EdTech team holds an internal review, followed by SME review. Final edits are applied, documentation is signed off by all parties, and the course is officially approved.
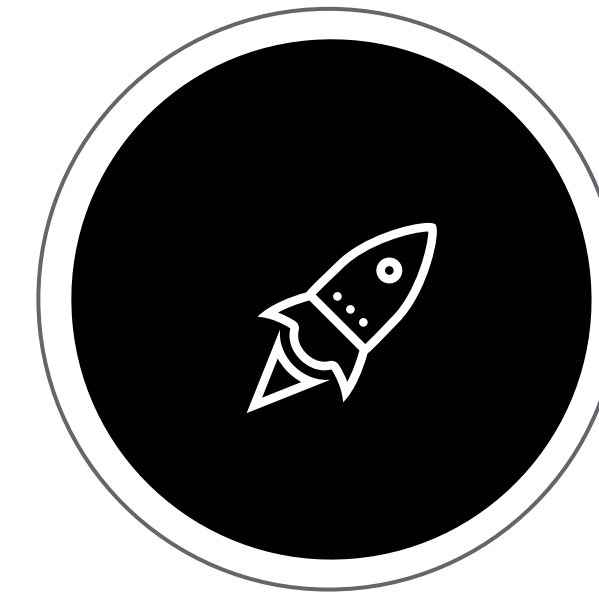
Phase 6 - Launch

In the final phase, Ivey Online staff are onboarded to ensure a smooth transition. Once the course launches, it is handed off to their team for ongoing support and management.

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Learning Model
Cohort Course (5 weeks)

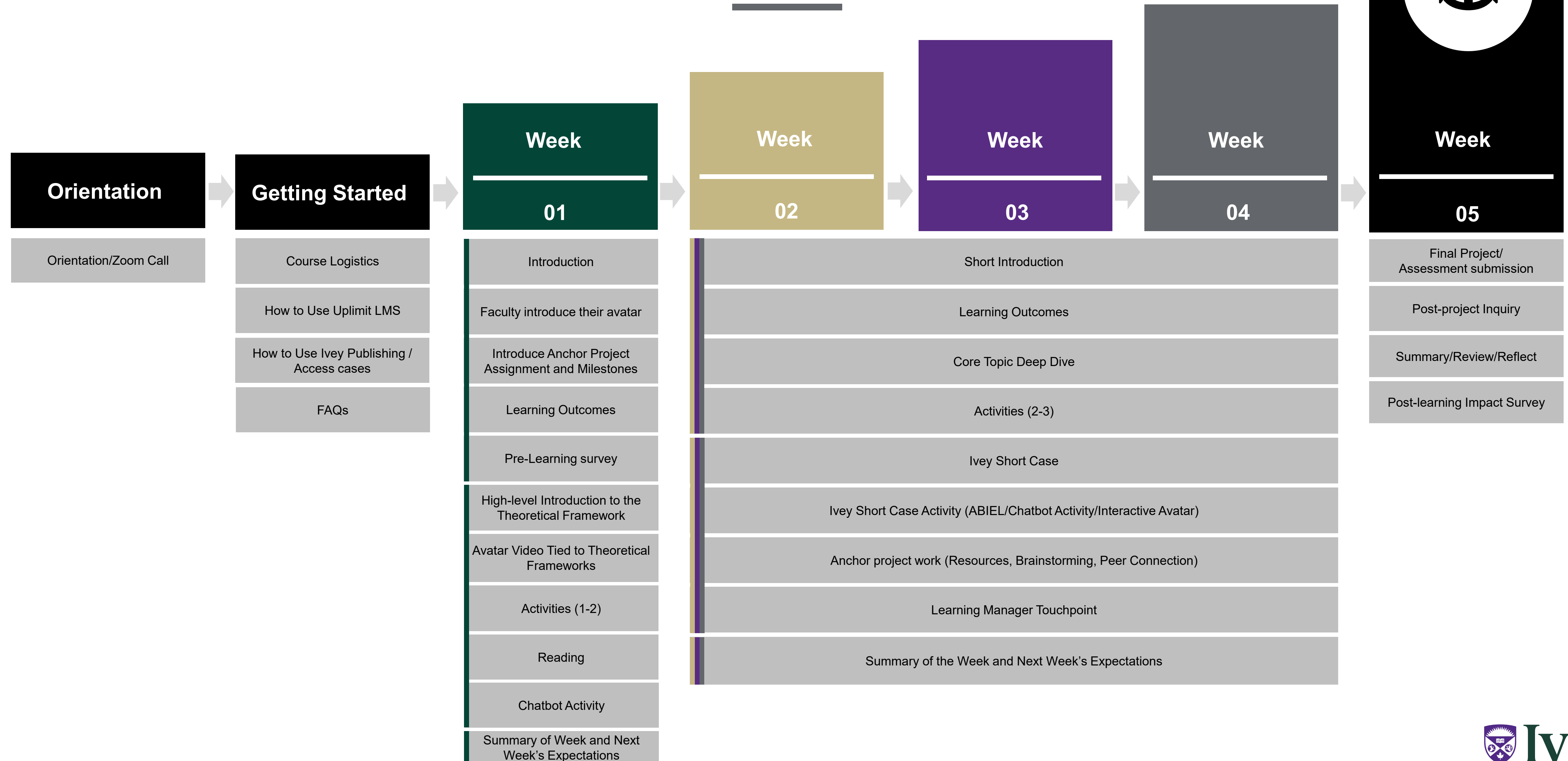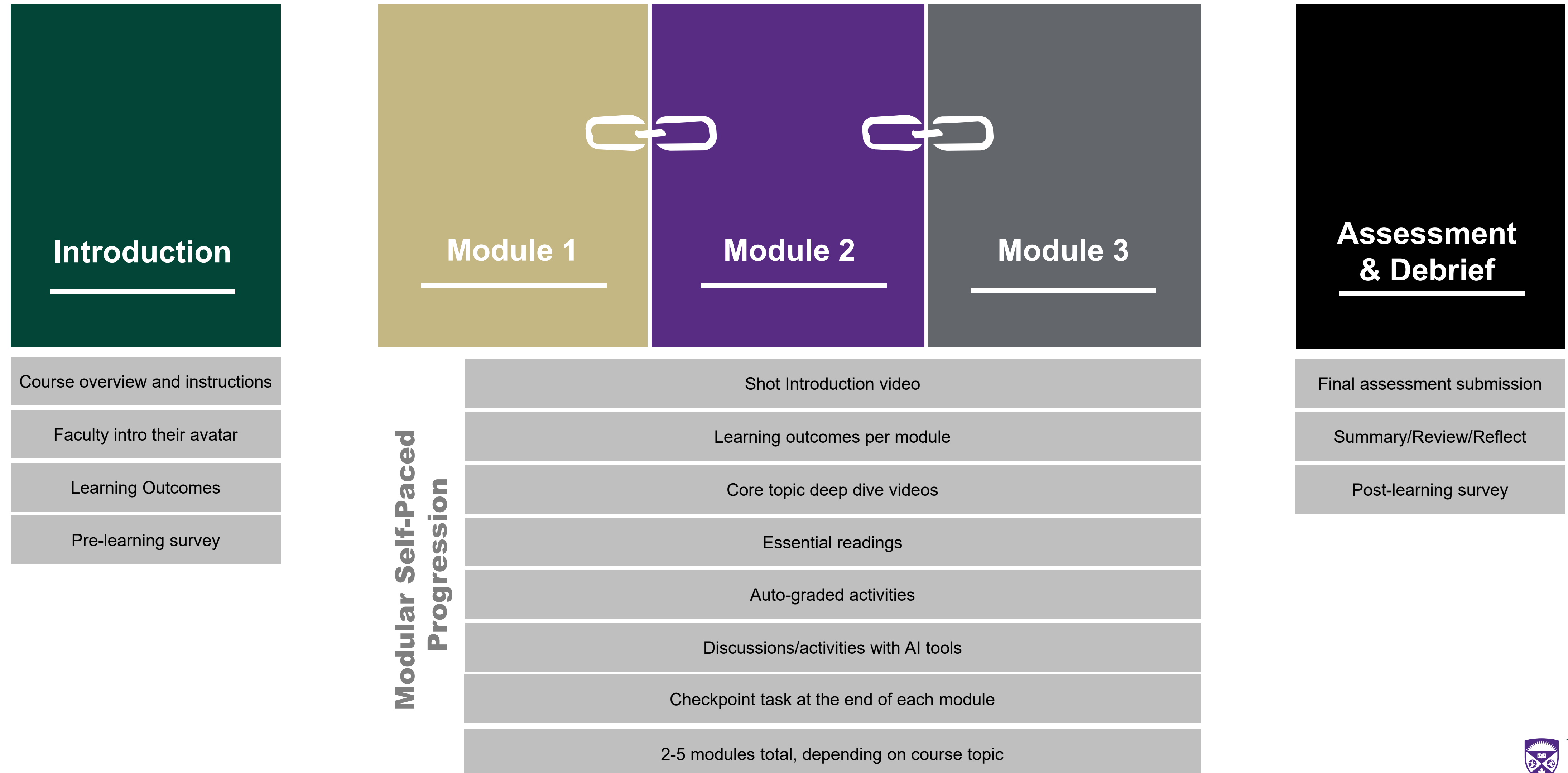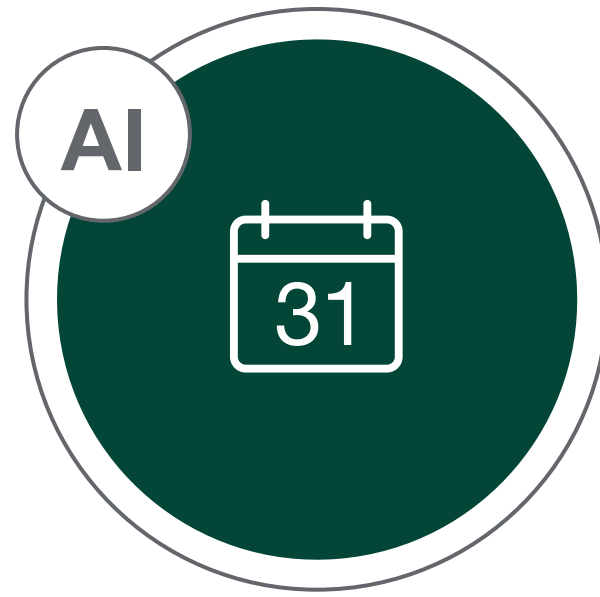| Orientation	Getting Started	Week 01	Week 02	Week 03	Week 04	Week 05
Orientation/Zoom Call	Course Logistics	Introduction	Short Introduction			Final Project/ Assessment submission
	How to Use Uplimit LMS	Faculty introduce their avatar	Learning Outcomes			Post-project Inquiry
	How to Use Ivey Publishing / Access cases	Introduce Anchor Project Assignment and Milestones	Core Topic Deep Dive			Summary/Review/Reflect
	FAQs	Learning Outcomes	Activities (2-3)			Post-learning Impact Survey
		Pre-Learning survey	Ivey Short Case			
		High-level Introduction to the Theoretical Framework	Ivey Short Case Activity (ABIEL/Chatbot Activity/Interactive Avatar)			
		Avatar Video Tied to Theoretical Frameworks	Anchor project work (Resources, Brainstorming, Peer Connection)			
		Activities (1-2)	Learning Manager Touchpoint			
		Reading	Summary of the Week and Next Week's Expectations			
		Chatbot Activity				
		Summary of Week and Next Week's Expectations				

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Learning Model

Self-Paced

Introduction

Module 1

Module 2

Module 3

Assessment & Debrief

Course overview and instructions	
Faculty intro their avatar	
Learning Outcomes	
Pre-learning survey	

Modular Self-Paced Progression

Shot Introduction video

Learning outcomes per module

Core topic deep dive videos

Essential readings

Auto-graded activities

Discussions/activities with AI tools

Checkpoint task at the end of each module

2-5 modules total, depending on course topic

Final assessment submission

Summary/Review/Reflect

Post-learning survey

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Course Development Process

Self-Paced and Cohort

AI

Planning

AI

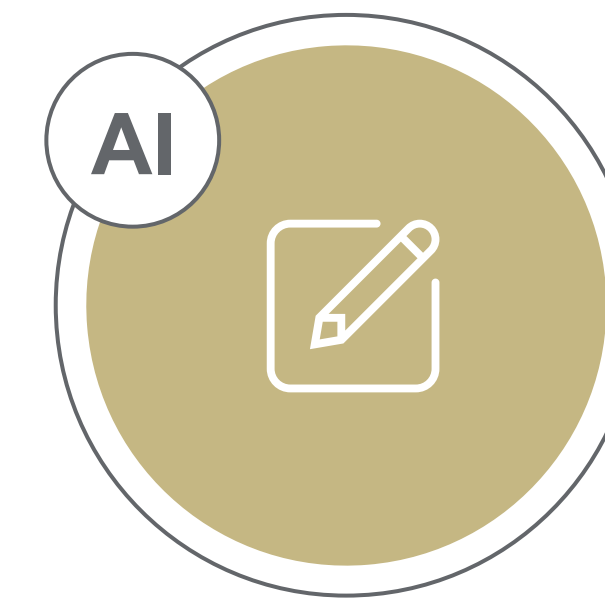**Design**

Phase 1

- One-hour meeting to align on project objectives, resources, and deadlines. Agenda is shared in advance.
- Course Purpose & Structure – Define the course's goals and overall organization.
- Core Content – Identify key topics, frameworks, and concepts to be covered.
- Learning Outcomes – Clarify what success looks like for learners by the end of the course.
- Assessment & Application – Design ways for learners to practice and be assessed on their learning.
- AI Brainstorming – Use AI tools to support content creation and activity development.
- Timeline & Workflow – Develop a Gantt chart outlining deliverables and availability.
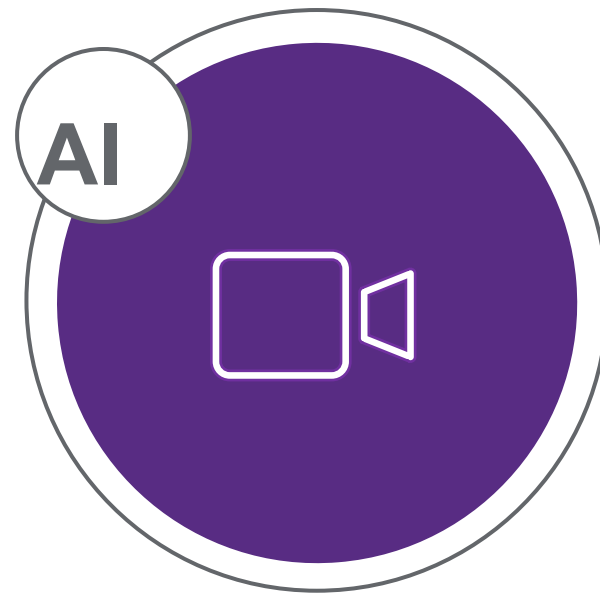
Phase 2

- Content Gathering – materials LMS demo.
- Course Map Completion – Sets the weekly learning structure and outcomes.
- Storyboarding – Translates outline into detailed plans for content, videos, and activities.
- Script Generation & Enhancement – SME writes scripts; AI tools (e.g., CoPilot) may support.
- Notebook Site Setup, Demo of LMS.
- Content Upload (Versions 1–3) – Uploads and iterates content into final form on Uplimit.
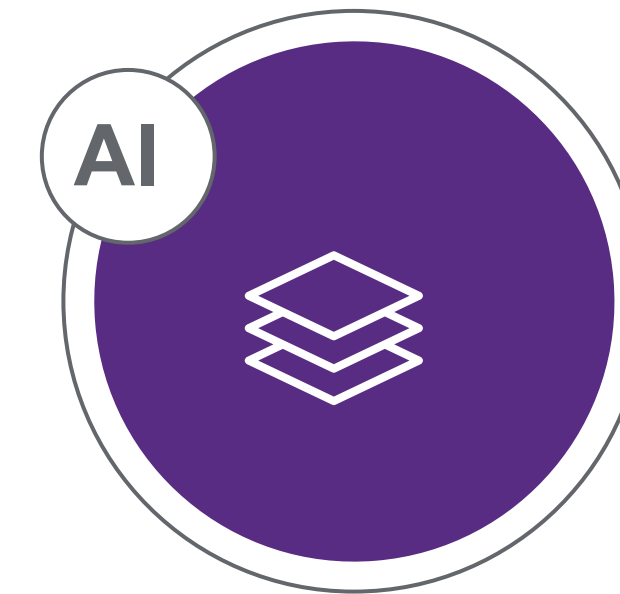
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Course Development Process

Self-Paced and Cohort

AI

Production

AI

Build

Phase 3
- Media Notes Preparation EdTech creates media notes for each video, detailing visuals, cues, and production needs.
- SME Filming Prep LED supports SME with filming guidance, including tips, tricks, and best practices.
- Booking & Coordination EdTech coordinates with CTS to schedule filming dates and ensure all logistics are in place.
- Media Notes Sign-Off Media notes are reviewed and approved by SME, LED, and AD.

Phase 4
- The LED locks the storyboard file to prevent structural changes.
- The LEC begins building the course in Uplimit, with ongoing input from the LED.
- Filming takes place in the CTS Studio while the course build is underway.
- The LED monitors the build to ensure alignment with the storyboard. Any changes to the build are initiated by the LED.
- Once videos are ready, the SME reviews them on Frame.io and signs off or provides edits within one week.
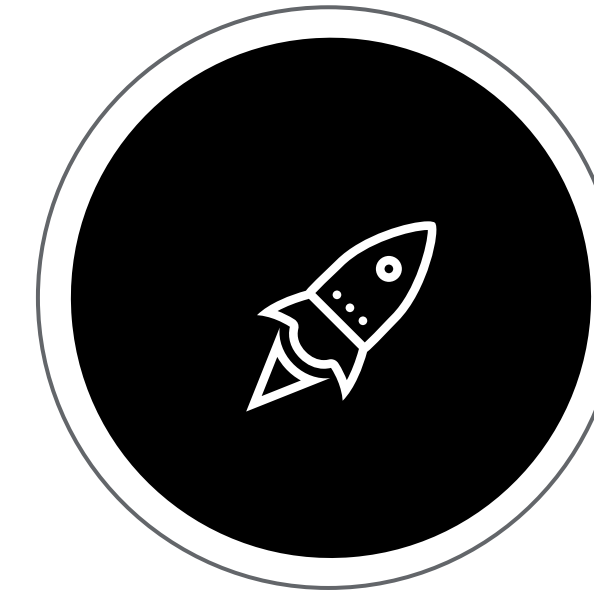
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Course Development Process

Self-Paced and Cohort

Quality

Launch
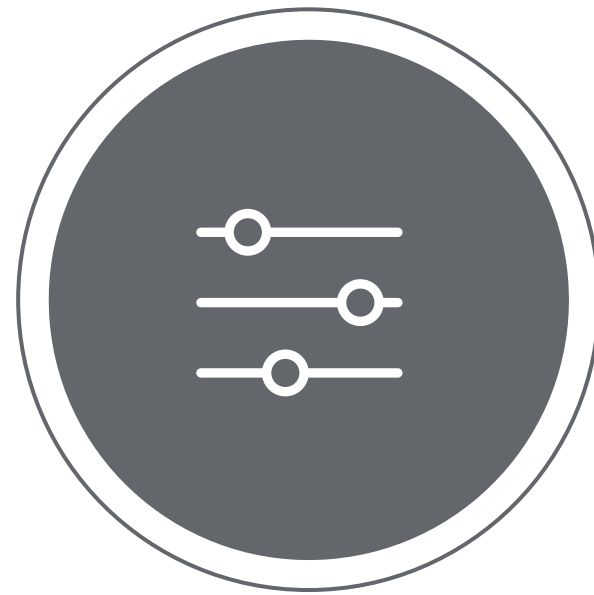
Phase 5
- Upon completion of the build and video upload, the LED initiates the internal course review.
- The SME reviews the full course after the internal review is complete.
- The LED applies any final polish based on feedback.
- Review documentation is completed and signed by the LEC, LED, and SME.
- Final course sign-off is completed.

Phase 6
- The Ivey Online staff are onboarded to ensure they are familiar with the course content and delivery process.
- After the course is launched, it is handed off to the Ivey Online team for ongoing support and management.

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