Outline of Professional Certificate in Online Teaching

Module 1: Planning and Design Online Teaching Course

Research & Planning for Online Teaching

- Use Online Tools to do gather insights on your audience
- Discuss the relationship between technology, content, people and pedagogy in online courses.
- Craft virtual learning experiences that align with your student's needs.
- Planning Online Teaching for:
  - Tuition Classes
  - Hobby classes
  - Skill Based Courses
  - Class for Kids
  - Classes for Adults
- Set up a learning environment to get to know your students, and they get to know each other.
- Understand the differences of the students and plan how to handle the differences
- Apply strategies to make virtual courses more human.
- Identify at-risk students and employ effective strategies for teaching them.
- Prepare the Schedule which accommodate the needs of many participants
- Designing the fee structure and discount scheme which help us in the growth of the institute

Framework and Models to Design Online Course

- Bloom's Taxonomy in Online Teaching
- A five-step cycle to improve learning in your classroom.
- Gagne's model of instructional design in teaching
- The ADDIE Model for Instructional Design
- Modern Teaching Practices :
  - Project Based
  - Flipped Classroom
- SAMR Model of Technology Integration

Popular Formats of Online Teaching

- Introduction to different format:
  - Video Based Course
  - Virtual Classroom
  - Blended Learning
  - Social / Community Based Learning
- How to select the right model based on Teachers's strengths and audience requirements
- Cost Benefits Analysis of Different Models

Creating and Curating Resources

- Effective strategies for Online Search of free resources
- Understand licensing and Creative Commons
- How to create worksheets and flashcards
- Create professional presentations
- Record Video using Your Screen and Face
- Equipment you need to record video

Module 2: Deliver Online Classes

Onboarding and regular Communication

- Onboarding process for smooth function of the class / hassle-free
- Goal Setting on the First class which help everyone to successfully complete the course
- How to manage the on-going communication for better coordination

Engaging and Motivating the students

- Factors that demotivate learners in an online learning environment.
- Strategies to Motivate and Engage Students in e-Learning
- Maximizing and improving learner engagement in an online learning environment
- Understand the role of curriculum design, activity structure, the relevance of the chosen technology, and effective time management play in creating an enthusiasm for learning in your students.
- How to use principle of Gamification to motivate learners

Online Activities for Maximum Interactions

- Identify important considerations you need to keep in mind when developing online learning activities for your students.
- Different type of Activities Icebreaker activities, Group Activities, Interactive Activities, Online Activities
- How to select age-appropriate activities
- Engage and motivate your students and ensure they are active rather than passive learner
- Encourage independent learning and a deeper understanding of the subject
- Allow students to use, apply and synthesize their learning
- Provide opportunities for ongoing feedback
- Make your Activities more enjoyable

Assessment and Evaluation Techniques

- Formative and summative assessment in online contexts.
- How to design Higher Order Thinking Assignments
- Different type of Assessment: Online Quiz, Essay Questions, Online Interviews, Drag - Drop Activities, Worksheets, Online Polls, Game Type Activities, peer Evaluation, Forum Posts
- How to select the most appropriate type of assessment
- How to provide authentic feedback using rubrics, audio and Video
- How to design Rubrics for effective feedback
- How using technology can improve the efficiency and effectiveness of the assessment process.

Module 3: Popular Tech Tools

Popular Tech Tools & Apps for Online Teaching
• Tech Tools for Classroom management
• Tech Tools to create Assessment and Evaluation
• Tech Tools to create education resources
• Tech Tools for collaboration
• Tech Tools for Time Scheduling
• Tech Tools for Communication
• Tech Tools for Gamification
• AI Tools to write the content, prepare the quizzes, create the videos
AI Features in Google Tools
• Create AI generated images using AI Image generator tool
• Create lesson plan using Google AI
• Use Google AI to analyze data and learn prompts to get Google Sheet Formulae
• Create quizzes using Google AI and easily integrate the same in Google Forms
• Create appropriate email replies using Google AI
• Create YouTube video summary using Google AI
• Create video script as well as videos using AI tool in minutes
• Learn to write powerful prompt to create presentations in minutes.
• Create levelled and differentiate classroom activities for a topic using Google AI
• Create evaluation rubrics to assess students work objectively using Google AI
• Evaluate student' work using Google AI and also provide feedback
• Get quick summaries of a virtual meeting and allocate tasks conducted on Google Meet using AI
Available Technology Tools to deliver Online Classroom
• Best Practices of using Zoom or Google Meet
• Teach mint vs Teachable vs Trainer Central vs Class plus
• Creating an eLearning Module using Zoho's Trainer Central

Module 4: Digital Marketing

Introduction to Digital Marketing
• Digital Marketing vs Traditional Marketing
• How Digital Marketing in Education sector is different from other sectors
• Case study on impactful Digital Marketing Campaigns from the Education sector.
• Overview of tools and strategies important for Education Sector
• Understand what your students/ customer are looking for using Digital tools
• Comprehensive competitor analysis using Free Digital Tools
• Identify competitors' best practices and learn from the best practices adopted by different Educational Institutes
• Frame your own strategy to achieve your marketing objectives

Marketing Research and Competitor Analysis

- Understand what your students / customer are looking for using Digital tools
- Comprehensive competitor analysis using Free Digital Tools
- Identify competitors' best practices and learn from the best practices adopted by different Educational Institutes
- Frame your own strategy to achieve your marketing objectives

Website Development

- Develop the structure of your website to get the maximum attention of your audience
- Develop the website: add pages, videos, animation, text, testimonials, and other important elements
- Customize the theme as per your brand colours
- Add Lead collection form on the website and download the leads
- Add logo, custom domain, and server.
- Publish the website

Local Online Presence

- How to start getting calls and leads without any budget using Local SEO
- Why Local SEO is very important for Education Institute
- How to find effective keywords to get maximum traffic
- 5 Most powerful Local SEO Tools & how to get free listings on important local listing sites
- Google My Business: How to get Top Rank, SEO Friendly Title, Effective post
- Get Authentic Reviews to grow business

Design impactful images for maximum response

- Understand Design Science for creating highly effective images
- Understand AIDA Model to grab the attention of customers in 1 sec.
- Elements required to create impactful Design for social media
- Basics of Design Tools
- Design Infographic, Brochures, Banner, Social Media Posts, Mobile Brochures, posts
- Create Powerful Online Ads

Design Impactful Videos

- Videos which are most popular on social media, WhatsApp, and YouTube
- Important Editing options to create impactful videos in minutes.
- Add Animation, transition, banner, sound
- Create impactful Video for Facebook, YouTube, or Insta Ads
- Create Video Testimonials to drive quality leads
- Create Video for YouTube Channel to get more subscribers and viewers
- Create Story videos to engage your audience

Facebook & Instagram Marketing - Free

- Create Facebook page to build a network of Followers
- Different types of posts which are most common in Education Sector
- Identify the post which can super engage your audience
- Tips and Tricks to create impactful posts without taking too much time
- Scheduling and targeting option of Post
- Best practices of using Creator Studio

Facebook & Instagram Marketing - Paid
• Connect with new audiences and lower your ad costs via Facebook Ads!
• Create most effective campaigns in Education sector on Facebook and Insta
• Find most relevant audience for your ads which drives traffic or views on your website
• Important metrics to evaluate the performance of your ads
• Important optimization techniques to lower the cost of your ads

How to design Demo Class and Webinar
• Best Practices for designing the Demo Class that help you to convert your prospects into admission
• Best Practices for designing the Webinar
• Design a Landing page for maximum conversion
• How to converts leads to admissions

Module 5: Google Certified Educators Level 1 and Level 2

Google Certified Educators Level 1 and Level 2
• Exam Prep on Google Tools to prepare for Google Certified Educator Exam Level 1 and 2
o Google Sites
o Google Classroom
o Google Forms
o Google Docs
o Google Sheets
o Google Slides
o YouTube
o Google Meet
o Gmail
o Google Calendar
o Google Drive
o Google Search
o Google Earth
o Blogs

MasterClass - Advanced Digital Tools and Apps for Educators

Graphic Design for Education

- Basics of Design Tools
- Elements required to create impactful Design for Social media
- Design Infographic, Brochures, Banners and Social Media posts
- Create Worksheets for various subjects
- Create Social Media Posts & dynamic Presentation

Video Editing

- Add Animation, transition, banner and sound
- Learn to merge or crop the videos
- Learn to create an impactful video for Teaching Learning Process
- Learn how to record and Edit Educational Video
- Create Video Testimonials to drive quality leads
- Create a Video for YouTube Channel to get more subscribers and views
- Create Story videos to engage your audience

AI in Education

- Generate examples of real-world applications of class concepts.
- Create stories by providing context
- Learn to create images using AI
- Generate reading comprehension questions.
- Learn to draft emails and circulars with ease
- Paraphrase a long text to a precise, shorter form
- Learn Google Lens to identify objects and provide relevant information through a smartphone camera or image.

Introduction to Coding

- Understand basics of coding
- Learn how to use coding for your subjects
- Design a fun activity using coding

Gamification in Education

- Understand the differences between Game Based Learning Vs Gamification
- Learn how gamification can increase student engagement
- Learn about Game elements and mechanisms
- Learn 3 most powerful gamification tools and Apps that you can use in your lesson plan
- Learn the best practices for creating educational content and activities using Gamification

Interactive Learning Experience

- How to create an interactive presentation
- Learn to add simulation, and 3D Content to your teaching content
- Learn to add Virtual Reality, Quizzes to the presentation
- Learn to add Quizzes within YouTube Videos
- Learn to share the resources in different ways
- Learn how to use Nearpod for free

AR VR in Education

- Brief history and evolution of AR/VR technology
- Benefits of AR/VR in education
- Examples of how AR/VR can enhance traditional classroom learning
- Case studies of successful implementation of AR/VR in the classroom
- Learn how to enhance your lesson using Google AR/VR, Nearpod VR, BBC VR
- How to use ARVR in Maths/Science/ English/Social Science

Productivity Tools

- Learn to use of Screencastify software to provide video feedback to students or record informational videos
- Learn how to use Miro, an online collaborative whiteboard platform that enables the creation of mind maps, and brainstorming boards, and visually collaborate in real time.
- Learn to annotate and add comments or notes, to various types of digital content, such as images, videos, documents and websites using Annotate.net
- Auto-generate step-by-step guides and instruction manuals using Scribe

Subject Specific Apps

Languages

- Using Book Creator, learn to improve students' writing skills in a fun and creative manner.
- Build a story and record yourself through a story-building app using Story Jumper
- Learn Duolingo to provide practice while learning new languages
- Develop levelled reading skills, grammar skills and improve vocabulary using interactive and engaging learning experiences by using ReadAlong by Google
- Develop reading comprehension skills in an engaging environment by using Read Works.
- Use Google input tools to type in any language
- Learn to translate text to any language using Google Translate

Social Science

- Design Virtual trips and projects using Google Earth
- Use map layout for teaching locations and pinning locations while teaching
- Use a timeline for creating historical events in chronological order
- Access 360-degree panoramas of historic landmarks, 3D models, Information in AR, photos, videos, and virtual tours of museums, galleries, and cultural institutions around the world.
- Bring art, history, and culture to life in an interactive and engaging way.

Science

- Tools like Physics Classroom and Chem Collective to simulate real-world laboratory experiments in chemistry and physics
- Use Arduino Science Journal to conduct scientific experiments by measuring the surrounding world with sensors
- Nearpod 3D Models related to various scientific topics
- Phet Virtual Simulation to provide hands-on learning of complex science problem

Mathematics
• Use Geogebra to visualize and manipulate mathematical objects to perform calculations and analyse mathematical relationships using graphing calculator
• Use Phet Simulation tool to explain complex mathematics problems
• Use gamification app to build mathematical concepts
• Equatio to Create and format mathematical equations, formulas, and expressions in a quick and easier manner
• RoboCompass for geometric constructions.
• Geoboard to draw line segments and polygons to investigate perimeter, area, and angles.
• Google Earth and Maps to measure areas

Preschool
• Use apps like Reading Bear to develop phonics skills using interactive animations, audio, and video segments
• Provide educational games and activities in Literacy, Numeracy and Skills using Abcya
• Build a story and record yourself through a story-building app using Story Jumper
• Make phonics learning fun and engaging with Jolly Phonics App

Note: We will conduct these Masterclasses within 6 months of completing the Google Certified Educator program, providing an excellent opportunity for learners to further enhance their technological skills. Please note that masterclass topics are subject to change.