

COURSE BUILDING WORKSHEET

DETERMINE YOUR COURSE OUTCOME

A course outcome is one or more statements about what your audience will learn or what skills they will gain by taking and completing your course. To write your course outcome, you must identify three things: your course audience, skills your audience will gain, and the value add of your course.

To identify your audience, ask yourself:

Who am I writing this course for?

What job type do they have?

What interests do my ideal audience have?

To identify skills your audience will gain, ask yourself:

Which skill(s) or abilities will your audience gain from this course?

To what extent/depth will I help them learn this topic or develop this skill?

To identify the value add of your course, ask yourself:

What will your audience gain from taking your course?

Why should someone enroll in your course?

What value will this bring to someone personally? Professionally?

Course outcome formula fill-in-the-blank: "Upon completing this course, [audience] will be able to [skill(s)] in order to [value add]."
