

## **Course Design Document - Email Etiquette**

### **1. About the Document:**

This design document specifies all the decisions made about the course up to this time, including:

- Purpose of the course
- Intended outcome of the course
- Audience description
- Delivery method(s)
- What to train
  - High-level outline
  - Detailed lesson outlines
- Objectives of each lesson
- Assessments/exercises for each task

### **2. Purpose of the Design Document:**

The purpose of the design document is to obtain agreement with all stakeholders about the vision and plan for the course. These parties include:

- Internal clients (BU SMEs) and reviewers
- Team members (iLD) working on the course
- External clients, if any

### **3. Sign-off:**

At this point, obtaining a sign-off on the design document is important in ensuring agreement on the plan. Once an agreement is secured from key stakeholders work on developing the course materials can begin.

An approved course design document is required to release a course as an official curriculum

#### **Key stakeholders for Design sign-off**

- Designated Leader from BU (for BU-developed courses)
- Head of iLD

### Contents of a Design Document

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### **Purpose of the Course:**

The course aims to aid learners in creating impactful and professional e-mails that are clear and precise. A professional email represents a dependable way to stay in touch with our long-time clients and potential clients who have expressed interest in our organization. Creating an impact with the first communication is of utmost importance and the course will hit the target right here.

### **Audience Description:**

The course is set for a wide range of internal audiences. The course is appropriate for any level of associates and leaders within Intellect, to understand the structure, significance, impact and relevance of a professional email. This is a course that is substantial to any role as we are an organization that deals with various clients across the globe.

### **Course Objectives:**

After completing this course, the learner will:

- Understand the importance of choosing the right E-mail recipients
- Comprehend the significance of the e-mail subject line
- Appreciate the influence of the e-mail structure, thought generation and sequencing
- Be able to create impactful, clear and professional e-mail content
- Learn how to make e-mails memorable with that just ONE thing
- Identify barriers in e-mail Communication.

### **Learning Assessment:**

There are no assessments involved in the course.

### **Instructional Strategies:**

This is an instructor-led virtual course, with a slide presentation, multiple illustrations and activities. The following methods will be employed at various taken places in the course:

- Facilitator-led discussion
- Common illustration discussions

- Scenario-based discussions

### **Media:**

The course will utilize the following media

- Slide Presentation/Images/charts

### **Duration:**

This course is divided into 6 topics, taking approximately 3 hours in total.

- Pre-Training Activity: There is no pre-training activity
- Post-Training Activity: There is no pre-training activity

### **Course Scope:**

The course contains 6 topics. The lesson brief is given below:

Lesson	Objective	Topic List	Delivery Method	Duration	Practice check Method	Annexure
1	To understand the importance of Choosing the right E-mail recipients	Intent	Trainer-led PPTs	5 minutes	NA	NA
2	To comprehend the significance of e-mail subject line	Subject Line	Trainer-led PPTs	10 minutes	NA	NA
3	To appreciate the influence of the e-mail structure, thought generation and sequencing	Structure	Trainer-led PPTs	30 minutes	NA	NA
4	To enable the learners to create impactful, clear and professional e-mail content	Content	Trainer-led PPTs	60 minutes	NA	NA
5	To make e-mails memorable with that just ONE thing	Effective Usage	Trainer-led PPTs	10 minutes	NA	NA
6	To be able to identify Barriers in E-Mail Communication	Barriers	Trainer-led PPTs	5 minutes	NA	NA

**Activities Conducted:**

Activity #	Activity	Objective	Duration	Annexure
1	Identifying right subject	Right subject line selection	5 minutes	NA
2	Salutation impact	Understanding the impact of salutation	5 minutes	NA
3	The Dos & Don'ts of E-Mail	To understand the Dos & Don'ts of E-Mail	10 minutes	NA
4	Choosing the right closing line	Understanding the significance of closure	5 minutes	NA
5	Grammar check	Ensuring the content is free of grammatical mistakes	5 minutes	NA

**Development Tools**

The course was prepared in PPT and edited with video editing tools.

**Ownership**

The design and Development of the course is by Thorvi Narasingarao Vittal

Course approved by Dr. Vinay Menon – SVP iLD

Course revision from time to time by Thorvi Narasingarao Vittal

Approved facilitator: Thorvi Narasingarao Vittal

**Development Time**

30 man-days (for course creation and iterations)

**Support Requirements**

The course was developed completely by Thorvi Narasingarao Vittal who is an external faculty

**Course Sign-off**

Approved by:

Date:

Place:

**Annexure**

**Not applicable**