Alison - Course Design Information

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Introduction to Developing a Course for Alison

This document contains basic information about how courses are created for publishing on the Alison website.

The document begins by showing how typical courses on Alison are structured and introduces the concepts of Modules and Topics.
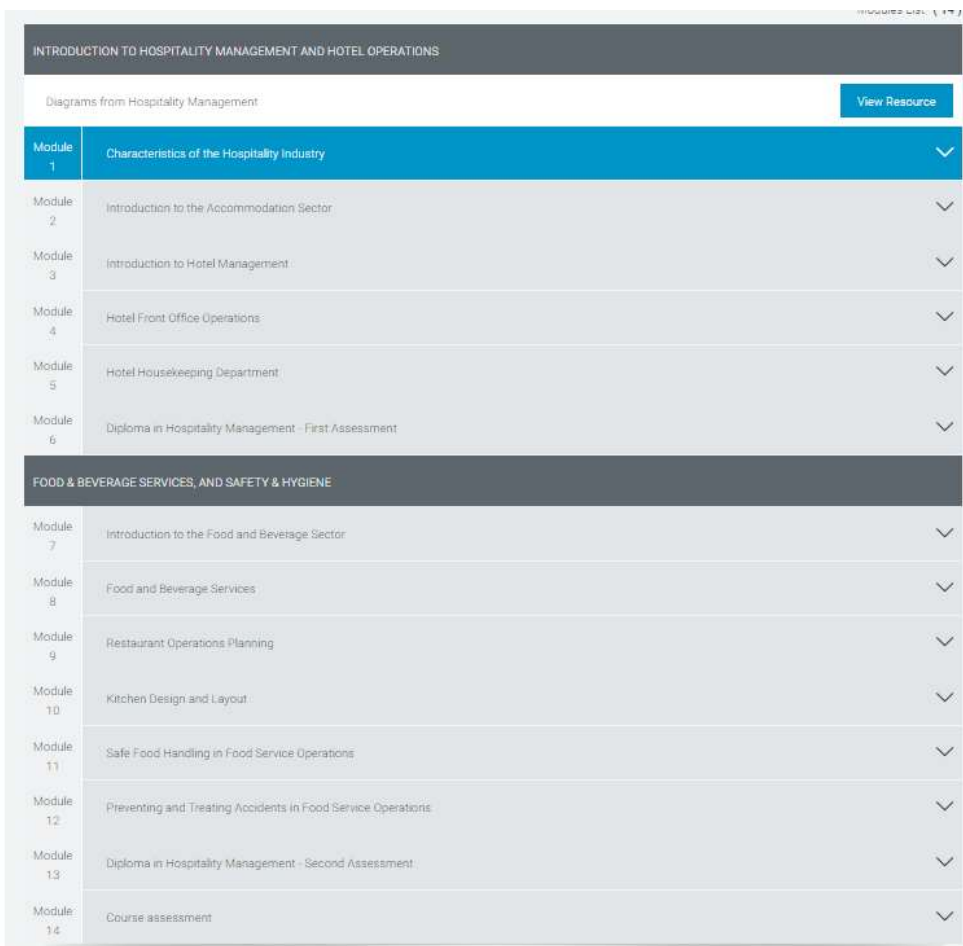
The document next describes how content for individual Topics is designed. Sample screenshots are used to show how text and graphics on an individual screen can be presented.

Finally, the document presents information about videos and the 11 question types that can be created.

This is an introductory guide to how courses are created for publishing on Alison. For detailed information or any additional queries contact the Course Publishing team at Alison.

Modules and Topics

Courses on Alison are structured by dividing the content into Chapters, Modules and Topics, as explained below.

Figure 1: This is an example of a course that is divided into two Chapters. The first Chapter is titled 'Introduction to Hospitality Management and Hotel Operations'. The second Chapter is titled 'Food & Beverage Services and Safety & Hygiene'. Each of these Chapters contains Modules.

Figure 2: Each Chapter is broken down in to Modules. The example above shows a list of three Modules from a Hospitality Management course. Within each Module there are Topics (see Figure 2 below).

Figure 3: Within each Module the course content is broken into Topics. The example above shows the Topics within Module 1. Each Topic is a discrete unit of learning.

Individual Topics

Figure 4: We list the Learning Outcomes for the module in the first topic at the start of the module. This informs learners about what they will be able to do having completed the module.

Figure 5: The structure of a typical Topic introduction page:

The topic title is at the top for the first page of the topic.

A subtitle can be used for the content on the page.

Course text - The text is presented as short paragraphs that are easy to read; important key words or phrases can be highlighted in bold.

<u>Page Assets</u>

A variety of different types of assets for presenting course material are available - For detailed information about them please contact the Course Publishing team at Alison.

Header asset – You can add headers to pages

List asset – You can add lists to pages

Image asset – You can add images to pages

Vertical Tabs asset – You can add tabs to pages

Horizontal Tabs asset – You can add tabs to pages

Accordion Tabs asset – You can add tabs to pages

Video asset – You can add videos to pages
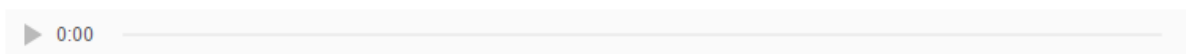
Audio Asset – You can add audio to pages

Types of Bed	Size
Twin	39" x 75"
Double	54" x 75"
Queen	60" x 80"
King	78" x 80"

Table Asset – You can add tables to pages

Hotel Classifications

In some countries, hotels were built to serve middle-class families and, when the economy in general boomed and room supply increased; hoteliers then focused on setting themselves apart by offering specialized accommodation for:

- Conventioneers
- Business groups
- Special weekend events and families

As diversity flourished so did competition and brand loyalty. Anyone who can pay (within reason) can rent a room for a night in a hotel. Hotels vary greatly in style and services, from luxury, business, resort, townhouse to boutique and budget.

Figure 6: Graphics can be added to pages; text information can be presented in different ways (e.g. lists, tabs, tables etc.)

Figure 7: A Lesson Summary topic should be included at the end of a module. This summarizes the key information in the module.

Videos

Figure 8: Videos with large file size should be presented as individual Topics. We stream these from Alison's Vimeo channel.
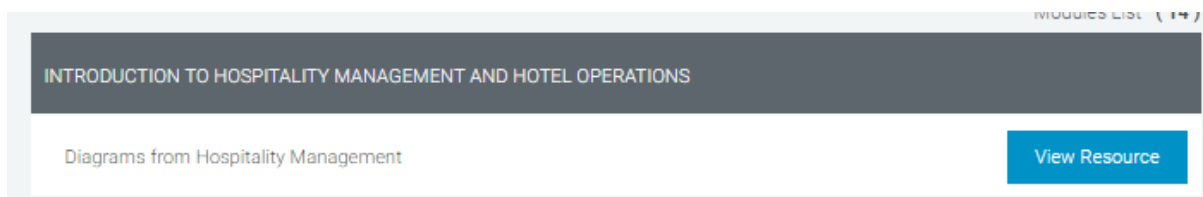
Resources

Resources such as pdfs documents can also be added to a course.

Meta Titles, Meta Descriptions and Keywords for Search Engine Optimization

To improve search engine ranking (SEO) meta titles, meta descriptions and keywords are written at course level and topic level:

- Meta Title for SEO (Maximum 60 Characters including spaces)
- Meta Description for SEO (Maximum 160 Characters including spaces)
- Keywords for SEO (Minimum 3; Maximum 5)

Please enter Meta Title here...

Diploma in Hospitality Management | Free Online Course | Alison

7 Characters left

Enter course Meta Description here...

In this online course, learn about the essential principles of hospitality management and the concepts and skills required in the hospitality sector.

11 Characters left

Please specify course keywords here...

Hospitality Management, Hotel Departments, Food and Beverage Services

For detailed information on how to write meta titles, meta descriptions and keywords contact the Course Publishing team at Alison.

Guide to Question Types for Assessments

All course on Alison have a graded (80% or more pass rate) assessment at the end of the course.

Examples of assessments questions include the following:

- True/False
- Multiple Choice
- Multiple Response
- Fill in the Blank
- Word Bank
- Matching Drag and Drop
- Matching Drop-down
- Sequence Drag and Drop
- Numeric
- Hotspot

The number of questions and the content of the questions should be an accurate and fair representation of the learning outcomes a student should achieve having successfully studied a course.

True/ False

True/False is a graded question that requires the user to select the single correct choice from two choices. It is usually written in the form of a statement that is either true or false.

Multiple Choice

Multiple Choice is a graded question that requires the user to select the single correct choice from a maximum of 4 possible choices.

Multiple Response

Multiple Response is a graded question that requires the user to select all of the correct choices from a maximum of 5 possible choices. Any number of choices can be correct, and the user must select all correct choices for the question to be graded as correct.

Fill in the Blank

Fill in the Blank is a graded question that requires the user to enter the answer in a blank field. There is only one correct answer to this type of question, although different answers can be entered to account for variations in response.

Word Bank

Word Bank is a graded question that requires the user to drag and drop the correct choice into the empty box. The user must select the single correct choice form a maximum of 5 possible choices.

Matching Drag and Drop

Matching Drag and Drop is a graded question that requires the user to drag and drop items in the second column to match items in the first column. There is a maximum of 5 matching pairs. All items in the match column must correctly correspond to all items in the choice column for the question to be graded as correct.

Matching Drop-down

Matching Drop-down is a graded question that requires the user to select items from drop-down menus to match items in the first column. There is a maximum of 5 matching pairs. All items in the match column must correctly correspond to all items in the choice column for the question to graded as correct.

Sequence Drag and Drop

Sequence Drag and Drop is a graded question that requires the user to drag and drop items to arrange in sequence. There is a maximum of 8 sequence items. All items must be in the proper sequence for the question to be graded as correct.

Sequence Drop-down

Sequence drop-down is a graded question that requires the user to select items from drop-down menus to arrange in sequence. There is a maximum of 8 sequence items. All items must be in the proper sequence for the question to be graded as correct.
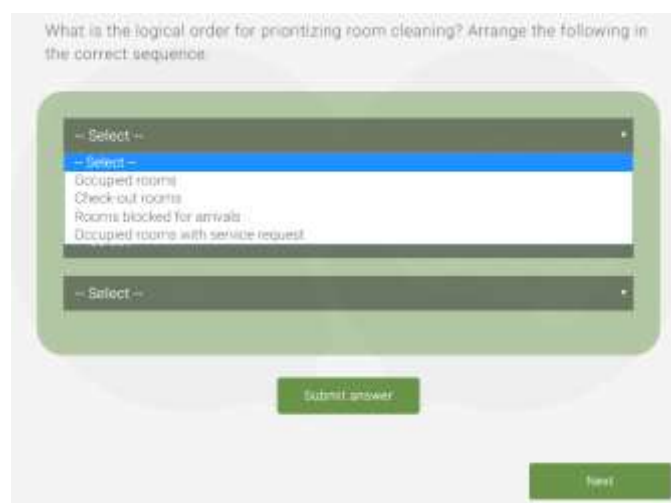
Numeric

Numeric is a graded question that requires the user to enter the correct numeric value. Specify a single number. The user is restricted to entering only numbers when answering this question.
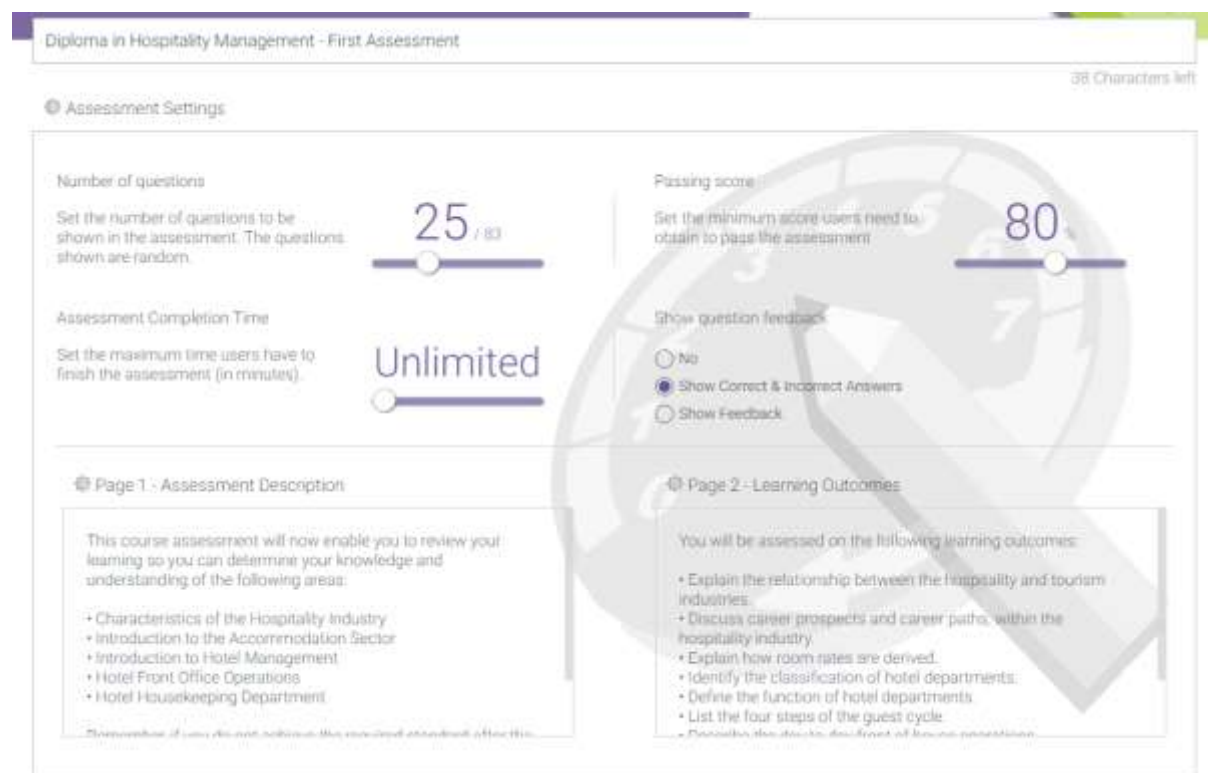

Hotspot

Hotspot is a graded question that requires the user to click on the correct area within the image. Specify the correct area with a rectangle, an oval or a freeform shape.

Assessment Settings

Settings for the assessment can changed such as:

- Number of questions asked
- Assessment completion time
- Passing score
- Type of question feedback

Diploma in Hospitality Management - First Assessment

38 Characters left

⚙ Assessment Settings

Number of questions

Set the number of questions to be shown in the assessment. The questions shown are random.

25 / 83

Passing score

Set the minimum score users need to obtain to pass the assessment

80

Assessment Completion Time

Set the maximum time users have to finish the assessment (in minutes).

Unlimited

Show question feedback

○ No
● Show Correct & Incorrect Answers
○ Show Feedback

⚙ Page 1 - Assessment Description

This course assessment will now enable you to review your learning so you can determine your knowledge and understanding of the following areas:

- Characteristics of the Hospitality Industry
- Introduction to the Accommodation Sector
- Introduction to Hotel Management
- Hotel Front Office Operations
- Hotel Housekeeping Department

⚙ Page 2 - Learning Outcomes

You will be assessed on the following learning outcomes:

- Explain the relationship between the hospitality and tourism industries.
- Discuss career prospects and career paths within the hospitality industry.
- Explain how room rates are derived.
- Identify the classification of hotel departments.
- Define the function of hotel departments.
- List the four steps of the guest cycle.