



Reflections of ADDIE Model on Producing START e-Business Training

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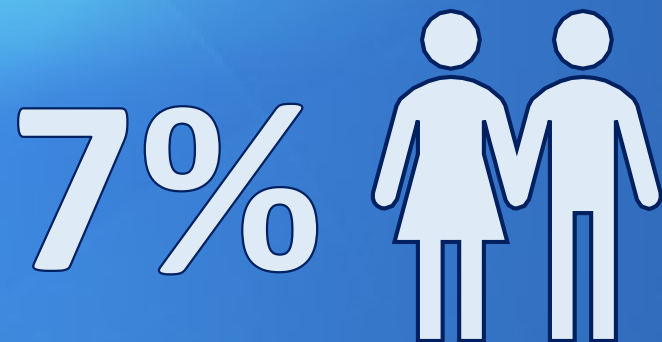
Abstract

Background: Arabic-speaking residents of Australia are experiencing higher unemployment rate (~21%), than the average rate (~7%). There are multiple factors contributing to their high unemployment rate, including lack of English skills, lack of computer skills, lack of professional skills and lack of equal opportunity. Therefore, this study proposed the Smart Training for Arabic Residents on Technology (START), and researches this intervention that helps this group to enhance their skills in establishing their e-businesses.

Methods: Using Design-Based Research DBR, which encompasses continuous cycles of design, enactment, analysis, and redesign, we aim to refine the START e-Business Training. DBR type of inquiry was originally derived from instructional design. Due to COVID-19, both online and offline qualitative (assessment interviews, participant observation, final follow-up interviews) and quantitative (learning log analytics, feedback surveys and practical tests) research methods will be used.

Discussion: In this presentation, the 5-phases of the process of the ADDIE model for instructional design will be discussed in relation to producing “episodes” of START Training, from Analysing the Arabic-speaking residents’ learning needs, Designing the functional specifications to bridging the gap in skills, Developing or selecting the learning resources, Implementing the learning modules within the learning management system LMS, to Evaluating the processes and contents of START episodes, before and after the implementation. In this presentation, the tools used to develop the LMS for START modules and the built-in data collection methods will be discussed, along with highlighting on some challenges during the START implementation and evaluation.

Outline of Research Problem



**Avg. Unemployment Rate in Australia
- before COVID-19 ☹️**



Avg. Unemployment among Arabic-Speaking Residents

Outline of Research Problem

High Unemployment Rate among Arabic-Speaking Residents

**Lack of
English Skills**

**Lack of
Computer Skills**

**Lack of
Professional Skills**

**Lack of
Equal Opportunity**

Enhance English Skills

Improve Computer Skills

Focus on Skills Mastered

Run Your Business

Educational Intervention



Research Methodology

Design-Based Research (DBR)

Educational Theories

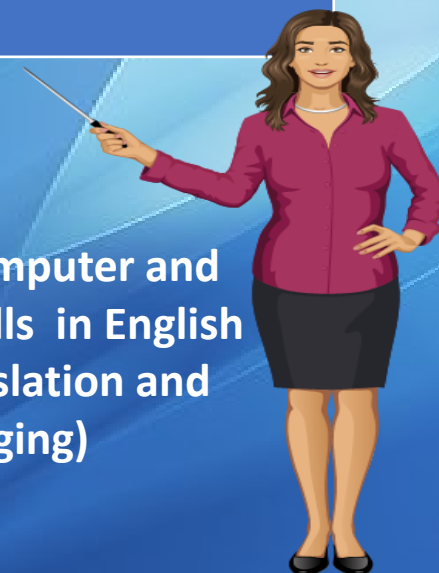
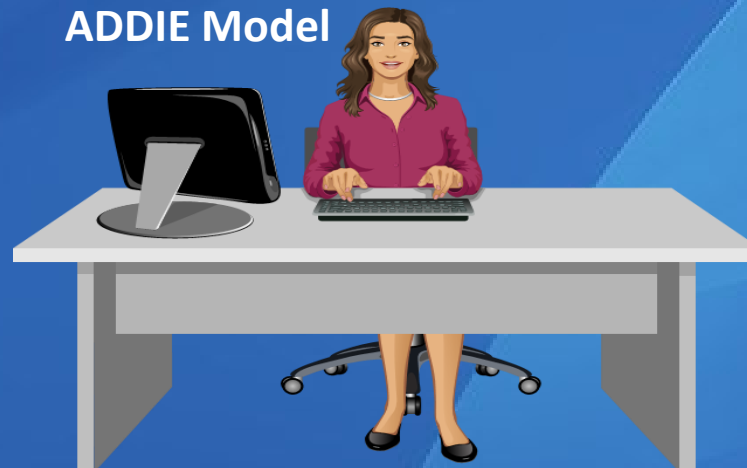
Instructional Design

Educational Practice

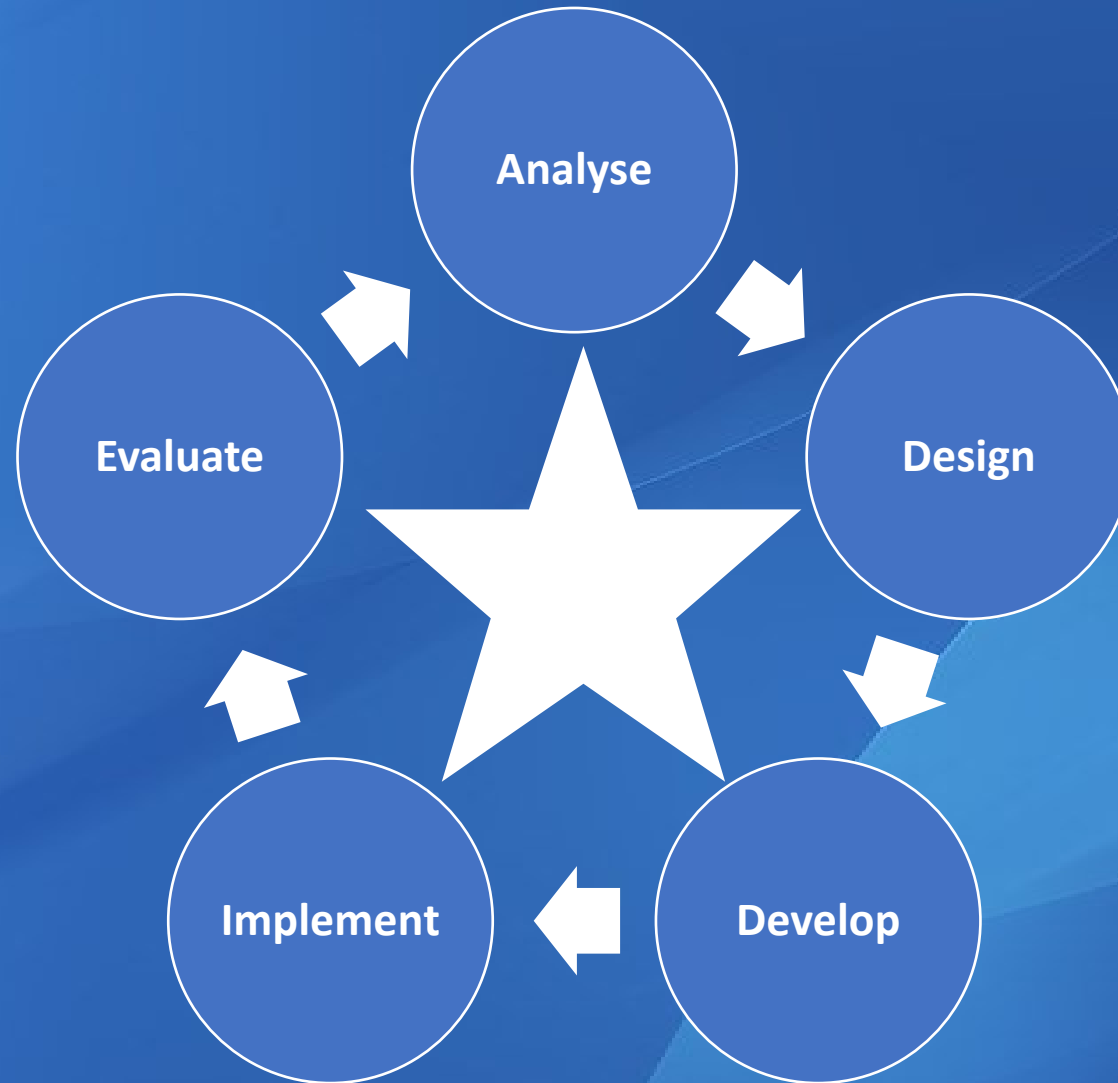
Constructivism Theory
English for Specific Purpose
Translanguaging Theory

ADDIE Model

Teaching Computer and
Business Skills in English
(Arabic Translation and
Translanguaging)



ADDIE Model



ADDIE Model : Analysis Phase

from Learning Gap to Instructional Goals

- Experience different computer skills
- Grasp different business functions
- Setup online business
- Practice the use of English in every-day business life

ADDIE Model : Design Phase

from Instructional Goals to Lesson Objectives

- ✓ Assessment of Business Idea (Module 01)
- ✓ Choosing Business Structure and Understanding Licensing Obligations (Module 02)
- ✓ Experiencing Building Business Plan (Module 03).
- ✓ Mastering Record Keeping for Income & Expenses (Module 04)
- ✓ Building Business Presence Online & Offline (Module 05)
- ✓ Building and Maintaining Customers Database (Module 06)
- ✓ Establishing Social Media Presence and Marketing through Facebook (Module 07)
- ✓ Experiencing Email Marketing (Module 08)
- ✓ Practicing Building Business Website (Module 09)
- ✓ Creating and Testing Shopping Cart (Module 10)

ADDIE Model : Develop Phase

from Lesson Objectives to Lesson Contents

- ❖ Learning Strategies
- ❖ Modes of Learning
- ❖ Learning Materials
- ❖ Learning Activities
- ❖ Learning Resources
- ❖ Assessment & Evaluation

ADDIE Model : Implement Phase

from Lesson Contents to START Website & Learning Management System



<http://www.istartproject.net>



<https://www.istartproject.net/training>

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START e-Business Training is designed for Arabic-Speaking Residents of Australia to educate them how to setup their own e-businesses.

[More Info](#)

Register in START Training

If you are Arabic-Speaking Resident of Australia, you can register your interest to participate in START e-Business Training.

[Register Now](#)

Authoring



Course description



Documents



Learning path



Links



Attendances



Tests



Announcements



Assessments



Glossary



Course progress

Interaction



Agenda



Forums



Dropbox



Users



Wiki



Groups



Chat



Assignments



Surveys



Notebook

Administration



Projects



Reporting



Settings



Backup



ADDIE Model : Evaluate Phase

from LMS to Testing Training Program

- Before

- Researcher Testing
- Supervisors Feedback
- Your Feedback
- Feedback from Stakeholders

- After

- Feedback and data from Arabic-speaking trainees
- Research Team (based on data analysis)



START e-Business Training

for Arabic-Speaking Residents of Australia

إبدأ برنامج تدريبي على المشاريع الإلكترونية للناطقين بالعربية في أستراليا

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Thank You 😊

Questions

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