Course Outline

I. Measurement Concepts
    a. Why Measure?
    b. Systems of Measurement
    c. Methods of Measurement
    d. Measurement Scales
    e. Measurement Techniques
    f. Measurement Subjects
    g. Challenges of Measurement
    h. Effective Measurement
II. Preparing to Measure
    a. Preparation Goals
    b. Purpose
    c. The Measurement Problem or Need
    d. Measurement Environment
    e. Measurement Intent
    f. Objectivity
    g. Rigor, Structure and Discipline
    h. Uniformity and Consistency
    i. Exercise – Preparing to Measure
III. Defining Measures
    a. Measurement Definition Goals
    b. Measurement Subjects - Things to Be Measured
    c. Measurement Characteristics
        i. Qualitative Properties
        ii. Quantitative Properties
    d. Quantifying Intangibles
    e. Scales & Units
    f. Measurement Dimensions
    g. Measurement Comparators
    h. Exercise – Defining Measures
IV. Collecting Measures
    a. Collection Goals
    b. Measurement Populations
    c. Data Sources
    d. Data Gathering Methods
    e. Measurement Timing
    f. Data Completeness
    g. The Measurement Construct
    h. Exercise – Collecting Measures

V. Analysis & Action
    a. Revisiting the Environment
    b. Return to Purpose
    c. Evolution - Changing Measures & Metrics
    d. Evolution - Changing Environment
    e. Next Steps – Putting Knowledge to Work