

The central question of this bachelor thesis is: „Which aspects should training designer keep in his mind in order to design an effective training?“ To answer this question this paper first tracks bases of contemporary corporate training design, but more importantly, analyses in detail six so-called elements of design: Context (Organization), Objectives, Marketing and Positioning, Logistics, Didactics and Participant. The aim of each of these sections is to compile and evaluate opinions and views of scientific authors on the element, but also to evaluate the element's contribution to whole process of training design. The final chapter of the second section attempts to compile all acquired knowledge in one piece and suggests a possible layout of „Training Project“. Two case studies, which can be found in supplement A and B, represent application of acquired to practice.