

# Bloom's learning theory as a basis for the TOGAF™ 9 certification program

Drs. Johannes W. van den Bent

TOGAF™ is a trademark of The Open Group in the United States and other countries.

© 2009 Getronics Nederland BV

**Getronics**  
Consulting  
a KPN company

- Introduction (s)
- How we learn
- Bloom's Theory
- Revisiting the certification program
- Q&A

## *Johannes W. van den Bent (Hans)*

- Senior Education Consultant
- In the IT industry since 1991
- Active in the Architecture forum since 2007
- Co-author of ITIL v2 and several other publications

## *Getronics Consulting, a KPN company*

- worldwide revenue of €2.5 billion
- about 20,000 employees
- largest ICT service-provider in the Benelux.
- expert in workspace management services, datacenter & hosting services and consultancy

- Excerpt from the Strategy of the Certification Standing Committee:
  - *Release strategy*
  - *Value proposition*
  - *Position on relationship and level of independence from other certification programs*
  - *Incorporation of Industry best practices from other Certification Programs*
- Industry Certification Programs are based on Learning theory and principles

*But, how do people learn ?*

NAAR DE KAPPER



Московское метро  
— проект Студии  
Артемия Лебедева



FLUTE



ICH WILL EIN  
GESCHENK FUER  
MEINE LIEBE FRAU  
KAUFEN

- Industry Certification Programs are based on Learning theory and principles
- E.g.
  - ITIL (v2, v3): EXIN, APMG, ISEB

All ITIL Service Management certifications use the Bloom's taxonomy in both the construction of the learning units and in the examination...

*Source: APM-group, The ITIL Intermediate Qualification\_Service Offerings and Agreements Certificate\_v3.1.doc – 29 July 2008 Version 3.1*

## *Wikipedia:*

- **Benjamin S. Bloom**

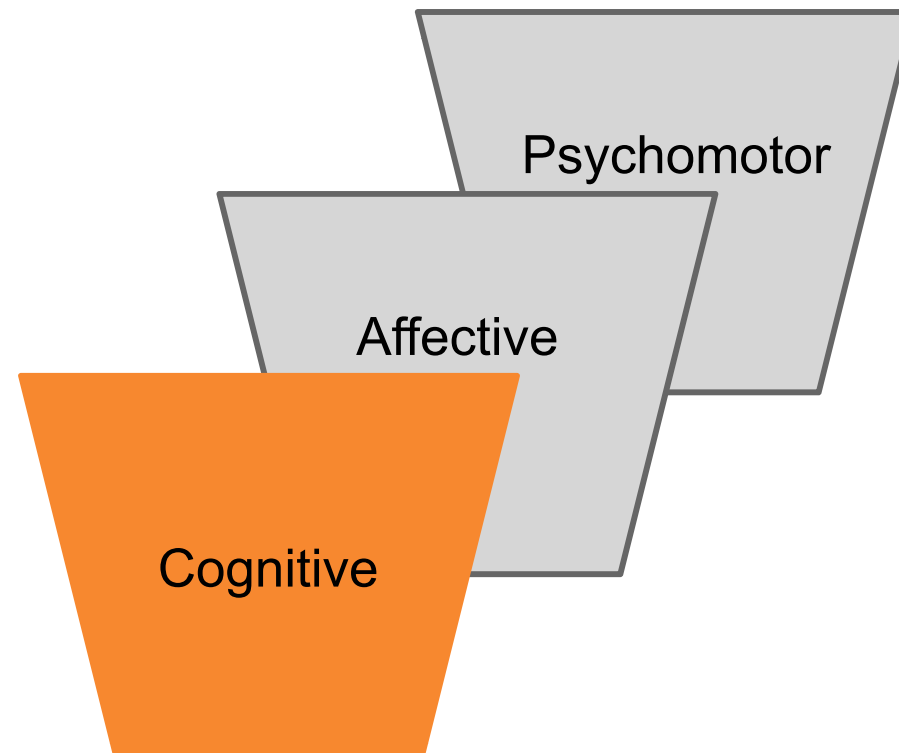
(February 21, 1913 – September 13, 1999),  
was an educational psychologist at the  
University of Chicago.



- The ***Taxonomy of Educational Objectives***, often called Bloom's Taxonomy, is a classification of the different objectives that educators set for students (learning objectives). The taxonomy was proposed in 1956.

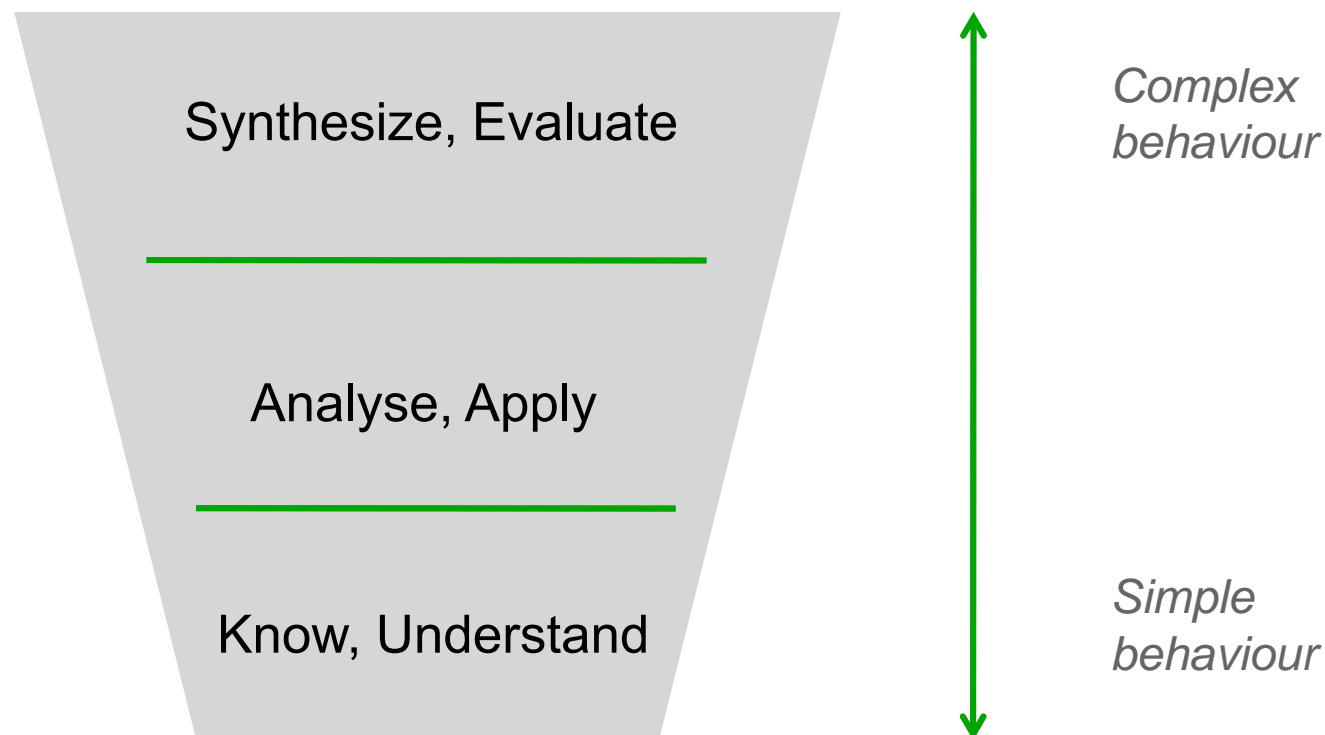
# THREE TYPES (DOMAINS) OF LEARNING

- **Cognitive:** mental skills (*Knowledge*)
- **Affective:** growth in feelings or emotional areas (*Attitude*)
- **Psychomotor:** manual or physical skills (*Skills*)





- The cognitive domain involves knowledge and the development of intellectual skills.
- It contains six major categories

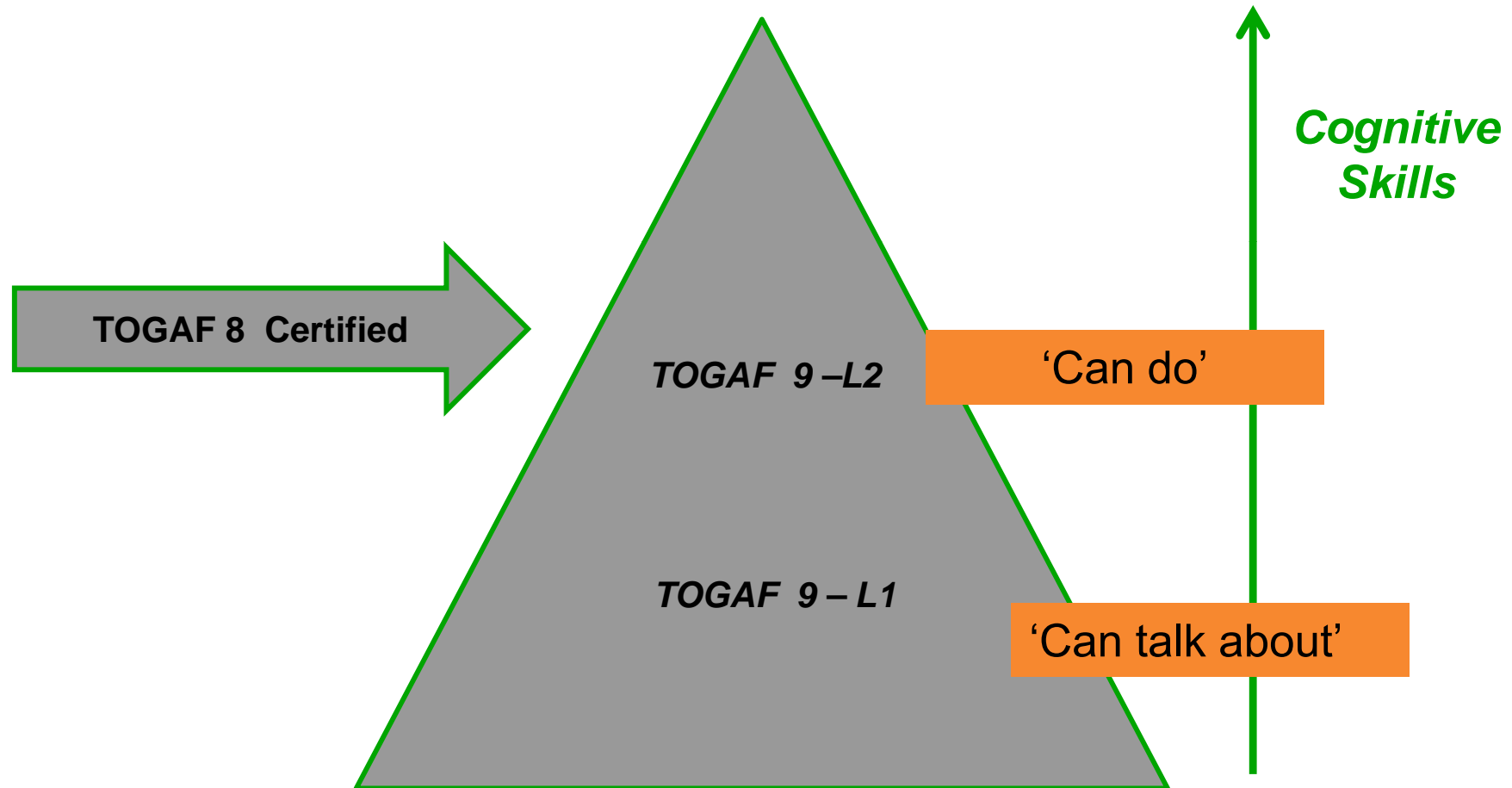


- Level 1 certification
  - *Awareness, basic concepts, relationships*

'Can talk about'
- 'Level 2 certification'
  - *Application of knowledge & understanding*

'Can do'
- (Level 3 certification; not yet under consideration)
  - *Skills to manage complex situations and changes*

'Can lead the way'





[Hans.vandenbent@getronics.com](mailto:Hans.vandenbent@getronics.com)

- Clark, D. R. *Learning Domains or Bloom's Taxonomy* (Created June 5, 1999/Updated November 6, 2007)
  - <http://www.nwlink.com/~donclark/hrd/bloom.html>
- Bloom B. S. (1956). *Taxonomy of Educational Objectives, Handbook I: The Cognitive Domain*. New York: David McKay Co Inc.
- TOGAF™ is a trademark of The Open Group in the United States and other countries.