

## **I. MSM Studio’s offering for the African market**

MSM Studio would like to make it possible for African students of TVET to boost their career chances by improving their competency in business English.

This goal will be met in that African students of TVET will be granted access to a dedicated Learning Management System supplied with the e-learning course under the name of “Business Update” that covers the key language skills needed in all economic sectors, occupations and specific work tasks.

## **II. Why MSM Studio’s offering is relevant to TVET**

The increasingly complex demand of globalization and the social changes make English language (especially in Africa with her hundreds of cultures and native languages) the key skill needed in all economic sectors, occupations and specific work tasks. “Business Update” puts students at ease with English-language communication in authentic company settings. It provides students with the English skills they need for work, using a carefully planned combination of task-based and multi-functional practice. It teaches specialist vocabulary and provides authentic scenarios in which skills can be practiced. The approach to learning prepares students in dealing with real-life workplace situations, such as telephoning, working with facts and figures, taking orders and dealing with customer enquiries.

“Business Update” is directly referring to a range of learning experiences which are relevant to the world of work. Therefore, “Business Update” is a best choice of English language training for vocational education.

## **III. The African focus**

### **1. Price/affordability**

The affordable pricing model that MSM Studio offers for the African market can be described as a “1 euro strategy”. This translates into “one euro per student per year”. Example:

There are 3 vocational schools in an African country. Each school has 400 students. The annual fee would then be: €1 x 3 schools x 400 students = €1,200. The fee will cover the cost of:

- creating and managing 3 virtual classes on MSM Studio’s learning management system (1 class = 400 students)
- granting access to the “Business Update” course to 1200 students for 12 months
- monitoring the students’ progress, supporting them in technical and content-related matters

## 2. Accessibility/Scalability

Accessibility: “Business Update” can be accessed on-line via a standard web browser, using basic computer equipment with basic Internet access.

Scalability: the number of schools/students granted access to “Business Update” and managed by MSM Studio’s learning management system is virtually unlimited.

## 3. Content (adopted to African context)

“Business Update” is a product originally created for global markets, which obviously also includes Africa. Educational material, reading and listening passages are set in a world-wide context; independent of country origins or politics. There are many texts, articles, videos, interviews with examples of different cultures and different people dealing with work and business. Furthermore, in the version of the course that is intended to be used in Africa, some additional adaptations have been implemented to make the African context even more noticeable (eg. African accents in voiceovers and more artwork/videos showing African people and sceneries). Example:

The screenshot shows an e-learning interface for 'Unit 1 People at work' with the sub-heading 'Your CV says it all'. The page title is 'A perfect CV'. Below the title, there is a text prompt: 'Read the advice below about CVs from the Reed website. Listen Nicola and Hannah. Whose CV has been written according to the advice and includes all features?'. A video player is embedded, showing two women sitting on a couch in an office setting, one using a laptop. The video player includes a play button, a progress bar at 00:09 / 03:05, and a 'Transcript' button. Below the video player, there are two radio button options: 'Paula Smith's CV' and 'Martin Kay's CV', with 'Martin Kay's CV' selected. Below the options, there are two parts of a question: 'a' and 'b'. Part 'a' asks for features of a perfect CV, and part 'b' asks for features a perfect CV should have. A red callout box at the bottom right of the video player area states: 'Martin Kay's CV does not include all features – some items are there (e.g., personal qualities), but are not clear enough, he lists his jobs but in the wrong order, and there is no information about the section headings on his CV.' At the bottom right of the interface, there is a '0 / 1' indicator, a checkmark icon, and a refresh icon.

## IV. Innovative digital delivery

“Business Update” is an e-learning course equipped with some of the most innovative features used in contemporary distance education, such as gamification, dynamic learning paths, and AI-aided tools for learning grammar and vocabulary.

## V. Renewable energies

Many of Business Update texts cover the topic of renewable energies. For example:

GRAMMAR WORD LIST Unit 12 Energize! Let's meet up < 7/9 >

### Listening – at a conference

Listen to these people introducing themselves at a conference and complete their profiles.

000 / 01:17 Transcript



**Max Johnson**  
 Company:   
 Position:   
 Country:   
 Reason for attendance:   
 Activity/Workshop chosen:

**Dieter Horstmann**  
 Company:   
 Position:   
 Country:   
 Reason for attendance:   
 Activity/Workshop chosen:

**Shelly Adams**  
 Company:   
 Position:   
 Country:   
 Reason for attendance:   
 Activity/Workshop chosen:

Learn about solar energy | Networking, get to know more people  
 solar panel installation | environmental engineer  
 not attending any sessions

10 / 15 ✓ ↺

GRAMMAR WORD LIST Unit 12 Energize! Let's meet up < 4/9 >

### Key language

#### Key language – Registration

Put the words in order.

Certainly, it's Grant.  
 That's G-R-A-N-T.

Futura International.

**Dealing with a problem**

That's strange. There must be some mistake.

Write to Mrs Grant confirming her participation in the Energize conference.  
 a Inform her that the change of delegate has been made.  
 b Confirm the workshop she has registered for (solar energy), but that you have not yet received her payment.  
 c Remind her that payment is needed prior to the start of the conference.  
 Refer to the Correspondence section in the Workbook. (Write about 200 words.)

**Work with a partner. Register at a conference.**



Now research the following:  
 a What is 'renewable energy'?  
 b What different types of renewable energy are there?  
 c Have any environmental conferences taken place in your country?  
 d What topics were discussed?  
 Report back on your findings.



You are a consultant for an energy company. Write to your boss, asking to attend a conference on renewable energy. Say when and where it is, why you want to go, which workshops you want to attend, and why. (Write about 200 words.)

**From:**  
 To: Olivia Walker  
 Subject: Renewable energy conference  
 Dear Olivia,  
 I would like to ...

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## VI. Gender equity

“Business Update” maintains gender equity. Both male and female characters appear in the product’s materials. Female characters often represent higher management, share their experience with other team members, represent values respected by colleagues in an organization. Examples:

**Unit 7 It's all about people Is this you?**

**Where are we now? – the best and worst qualities**

What are your best qualities as an employee? What are your worst? Has anybody ever asked you to list them for an interview? If so, how did it go? Rebecca Dillard is a management trainee at a Debenhams store. She is having an appraisal interview with Amanda Hill in Human Resources. Listen and answer the questions.

**Transcript**

How does Rebecca feel about having joined the company?  Acting too quickly without thinking and not accepting help from others.

What does Amanda want to do in the interview?  Move into the general manager's office.

What does Rebecca think are her greatest strengths?  She feels very positive, and that she has made the right choice.

What does Rebecca think are her weaknesses?  Advising customers, making customers feel welcome and people skills.

What is she going to do about these?  Attend a time management course.

Why didn't Rebecca go to this month's workshop?  She was too busy.

What is Rebecca's plan for the future?  Look at Rebecca's strengths and weaknesses, and plot a course for development.

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**Unit 12 It's in the making! About the company**

**Background information**

Have you ever visited a factory? Where? What product did it make? What do you remember about the visit? If you have never visited a factory, imagine what you might see. Jon is studying Food Technology and is visiting a soft drinks manufacturer as part of his studies. He is asking a production manager at the Boost Drinks factory about the company. Listen to the dialogue and answer the questions.

**Transcript**

What drinks does the Boost Drinks Company make?  Boost is an independent energy drinks brand and is cheaper than other brands.

What makes Boost Drinks different from other drinks companies?  UK, Northern Ireland and Ghana

Where does the company sell its products?  Fruit-flavoured drinks, smoothies

Between 2005 and 2008, sales increased by an incredible 88% and sales in Northern Ireland are up 93% year to date and 76% after the last 12 months. At the moment, we do well in the UK. Opportunities have opened up in other markets – for instance Ghana.

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## VII. Keywords

TVET, vocational, business English, e-learning, LMS, WCAG, accessibility, AI, adaptive learning, gamification

## VIII. The scope and key features of “Business Update”

“Business Update” has **138 lessons** containing 1,000+ interactive screens with 2,000+ activities, videos, animations, games and songs.

The course is for **adults and young adults** who are working or going to work in business management and need English. They may be in part-time or full-time work, education or vocational training.

Students should have some basic knowledge of the English language, probably a minimum of two years in a school environment (ALTE Level 1, CEF Level A2) to start with the **pre-intermediate level**; and a minimum of three years in a school environment (ALTE Level 2, CEF Level B1) to do the intermediate level. Level 1 will help students to be ready to do the BEC Preliminary exam; level 2 is a good preparation for the BEC Vantage exam.

**Personalized learning** is essential in language teaching. “Business Update” provides a rich source of material which can be personalized by students in creative parts of the lesson (speaking and writing

tasks), where learners are encouraged to practice what they have learnt, and in a uniquely personal way. Personalization is strongly supported by artificial intelligence (AI) which has been built into the course. There are **dynamic learning paths**, with a choice of easy or difficult activities, based on the self-assessment quiz present in every unit. There is also personal learning path feedback based on the results in the progress check lessons.

“Business Update” supports **students’ autonomy** and helps them to work independently on areas that interest them, as well as on areas that they find difficult. It also provides the possibility of undertaking additional practice. The automatic marking function gives instant feedback and encourages students to repeat exercises as needed. Students are also given hints when they face problems with solving activities and they are rewarded for answering correctly which is very motivating.

“Business Update” is fully compliant with Web Content Accessibility Guidelines (**WCAG**), and thus can be used by people with disabilities.

“Business Update” is partly based on ELT material published by **Garnet Education** (UK).