



English UK Management Conference 2011

Pedro Moura

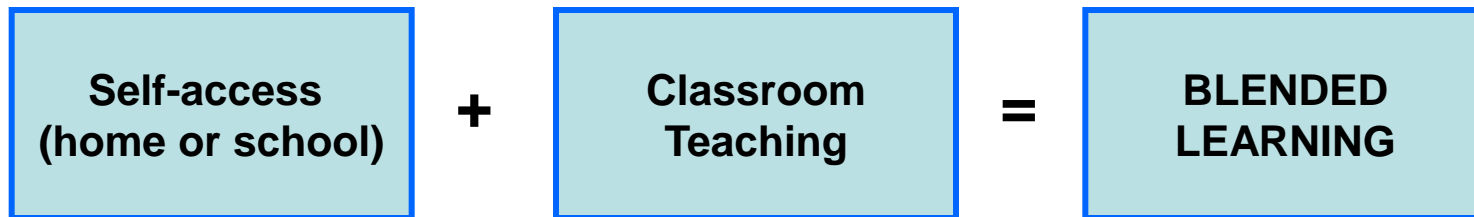
Sales & Marketing Executive



What is blended learning?

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“Blended Learning refers to a course which combines F2F classroom component with an appropriate use of technology” (Sharma, 2007)

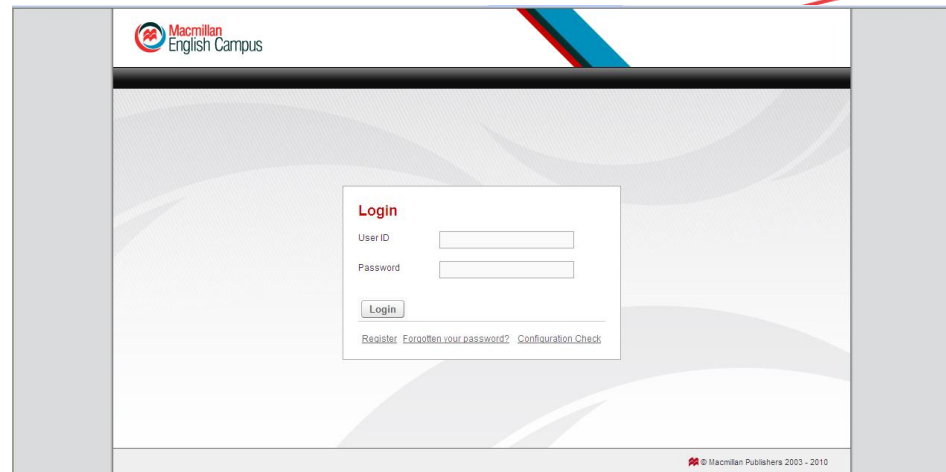


Appropriate digital resources are “blended” with a core face to face element. This maximises student exposure to English **outside** the classroom and frees time **in** the classroom to concentrate on productive skills work.

Increasingly today, digital = ONLINE !

Macmillan English Campus





- A VLE - Virtual Learning Environment
- For teachers and students
- Blended learning
- Interactive language learning resources
- Reference materials and games
- Online courses and tests
- Personalised function for students and teachers
- Available anywhere with internet
- Can use it in class or outside

MEC Content - Resources

Over **4000** individual resources:

- General English
- Business English
- Teen English
- Academic English
- Exam preparation material

- Material graded at 6 levels

- Content updated regularly



MEC Content - Courses

Over 50 pre-built courses

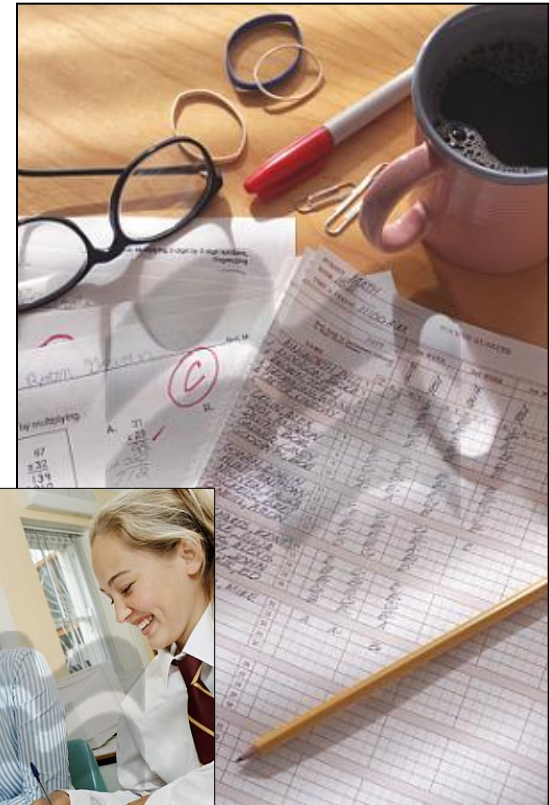
- Macmillan Course Books
- Flexible and adaptable
- Course building tool
- Class management



MEC Key Features - Monitoring

Management tools

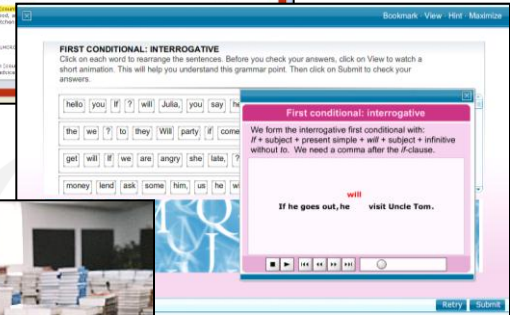
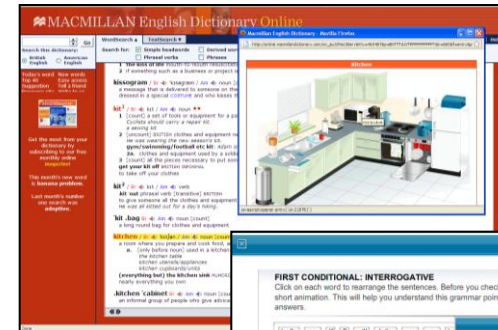
- Automatic marking
- Monitor progress
- Feedback provider
- Placement test



MEC Key Features - References

Reference Material

- Grammar Reference Units: practice 450 grammar points
- Macmillan English Dictionary Online
- Methodology Database: access a selection of methodology books



MEC Key Features – Test Compiler

- Build unlimited progress tests with the flexible testing tool
- Separate database of over 600 resources
- 6 levels - CEFR
- 6 pre-built progress tests



In class laptop In company

One to one lessons

In class big screen

In class paper

Online course

Bookmarks

In class

Homework

Blended learning

Computer lab

CL free

CL homework

CL planned

MEC Implementation

Distance learning

Online classroom

Phone

Email

Forum

Skype

Blog

Training & Support

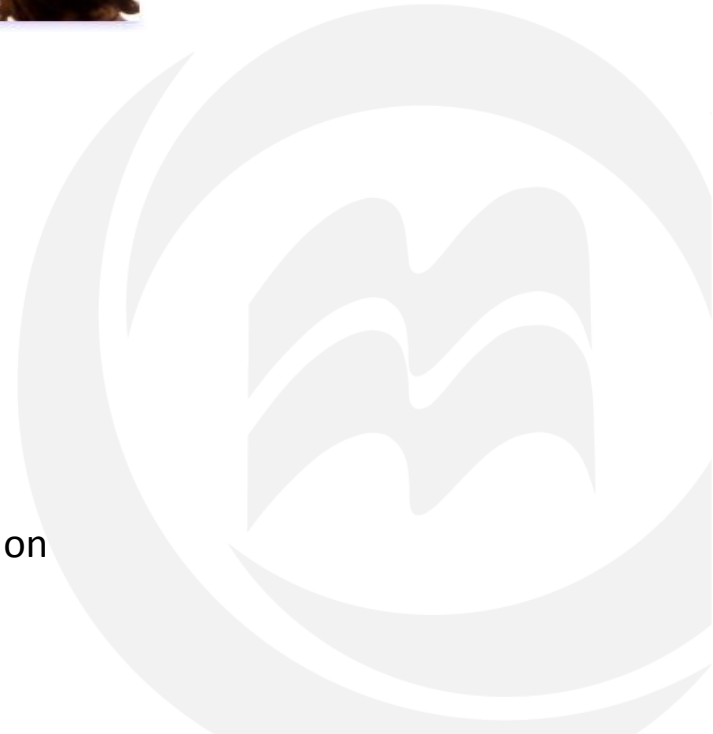
Ongoing training and support

- Initial training
- Support website
- Teachers' Blog
- MEC Clinics





- More resources to choose from
- A new way of going over old ground
- Quality
- Instant marking
- Less photocopying
- Can keep track of students
- Can access it anywhere
- Can personalise to suit your class
- Can focus on a particular skill that students need to improve on
- Will learn new computer skills and knowledge
- Continuous support and training



Benefits for students



- More resources to learn English with
- Variety of resources
- Extra practice for keen students
- Extra practice for struggling students
- Encourages learner autonomy
- Instant results
- Less paper
- Can catch up if they are away
- Can continue after a course finishes or during a break



Pedro Moura

**Sales & Marketing Executive
Macmillan English Campus**

p.moura@macmillan.co.uk

T. +44 (0)207 0144088

M. +44 (0)791 2362321

