



**“It’s like having a tutor in your laptop.”**



**Gnosis i-learning for Business English Writing**

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## Business Writing: Clear and Simple

Our unique program helps busy professionals improve their writing and communication skills fast by taking the learning process into the workplace and giving them 100% personalised and customised support to suit their needs at work.

We will not make you believe that we can do the learning for you. However, our system will make the learning process easy, exciting and fun. It thus eliminates the stress associated with creating documents and frees people up so they can concentrate on their jobs.

### Convenience

You can access the easy to use interface wherever you are, whenever you want. You complete your modules at times that are convenient for you by working either on- or off-line.

### Support

Your own expert tutor supports you every step of the way, and points out what you specifically need to learn.

### World-class pedagogy

Business situations are presented in case studies that are based on modern MBA syllabi topics. These require participants to respond by writing reports, e-mails, press releases, memos, etc. in a clear, meaningful and convincing way.

### Tailored Resource Bank

We give you a searchable bank of resources which grows as your course progresses. The materials contained in this bank are designed for the specific needs of your day-to-day work.

### Flexibility

The system can be programmed to suit your own timescale.

All of this allows us to give you a professional and 100% tailored learning experience that makes the best use of your study time.

By dedicating at least two hours a week to your course, you will soon be producing clear, accurate and professional-looking documents.

## Human Resources Application

Human Resources / Training Managers can also track the progress of their colleagues through the course.

By simply logging into their application, Human Resources / Training Managers can see student progress in real time.

# Course Methodology

## Life Cycle of an Assignment

This is based on case studies. The student has to apply professional writing skills and techniques that create credible and convincing communication.

You and your tutor will be spending a considerable amount of time on this. Expect to dedicate around ten hours over a period of a month to complete an assignment. This means that you should dedicate about thirty hours over a period of around three months to complete a full module.



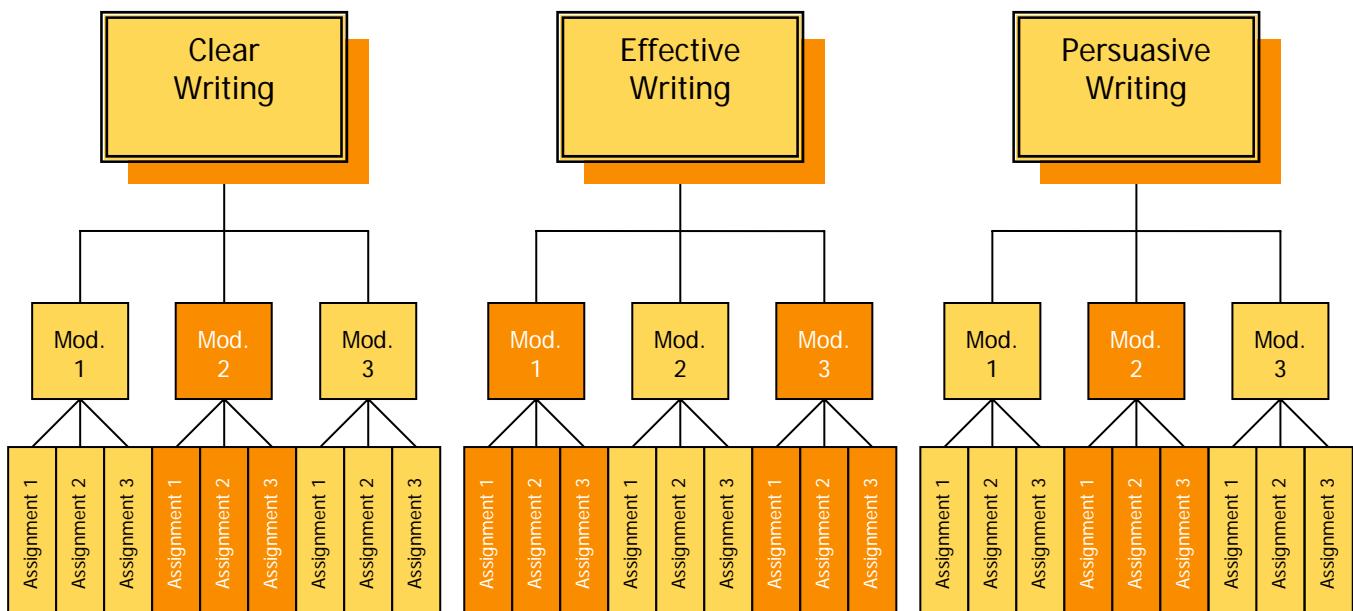
# Course Structure

## Modularised Programme

The total programme contains three levels: Clear Writing, Effective Writing and Persuasive Writing.

Each level contains three modules, with three assignments in each module.

You can buy as many modules of the course as you want, or pay per module if you prefer.



## Time scale

You should expect to dedicate around 10 hours to completing each assignment. If you devote 2 hours per week to your studies (this is our recommended minimum), then it will take around a month to complete an assignment. This means that it should take you a maximum of three months to complete a module.

Of course, you are free to dedicate as much time to your studies as you wish, as the system can be programmed to suit your own time scale. The more time you devote to your studies, the quicker you will complete a module.

## Feedback

Your tutor spends a considerable amount of time creating practical feedback on each of the tasks you send for review. This feedback highlights the strengths and weaknesses in your writing, and gives you practical advice and techniques on how to improve.

You will also receive reports at various times throughout your course. These help you track your own progress. You receive the following:

- Progress Report at the end of each module.
- Achievement Report at the end of each level
- Final Attainment Report at the end of your course.

# Syllabus

We designed our programme around interesting, relevant business topics taken from modern MBA programmes. You will improve both your business writing and your business knowledge.

Level	Business Area	Assignment Focus	Writing Challenge
Persuasive Writing	Management	Managing Change	Article
		Decision-Making	Report
		Performance Management	Presentation
	Financial Matters	Business Planning and Analysis	Memo
		Managing Risk	Report
		Foreign Exchange Markets	Summary
	Legal Matters	Employment Law	E-mail
		Product/Service Liability	Press Release
		Business Ethics	Proofreading
	Corporate Strategy	Diversification	Press Release
		Cost Reduction	Memo
		Mergers	Report
Effective Writing	International Accounting and Finance	Analysing Financial Reports	Presentation
		Budgeting	Web Article
		Cash-flow	E-mail
	International Marketing	Corporate Identity and Branding	Report
		Globalisation	Summary
		Client and Sales Relationships	Sales Literature
Clear Writing	Human Resources	Staff Retention	Presentation
		Recruitment	Letter of Recommendation
	International and Domestic Meetings	Business Trips	Memo
		Arranging a Meeting	E-mail
		Cultural Differences	Comprehension
	Company Structures	Company Activities	Report
		Franchising	Summary
		Organisational Structure and Design	Proofreading

# What Level Am I?

## Persuasive Writing

Can you do all the things listed in the 'What I can do now' column? If so, this could be the right level for you.

	<b>What I can do now</b>	<b>What I will be able to do at the end of the Advanced level</b>
<b>Content</b>	<p>I can report on complex issues, underlining the relevant salient issues.</p> <p>I can expand and support points of view at some length with subsidiary points, reasons and relevant examples.</p> <p>I can express my point of view at some length.</p> <p>I can write lengthy reports on complex subjects.</p>	<p>I will be able to express myself precisely, differentiating the finer shades of meaning in more complex situations.</p> <p>I can write complex letters, reports or articles which present a case with an effective logical structure which helps my reader notice and remember significant points.</p> <p>I can write effective summaries of professional documents.</p>
<b>Grammar</b>	<p>I can consistently maintain a high degree of grammatical control.</p> <p>Any grammatical errors I make are rare and difficult to spot.</p>	<p>I can maintain consistent grammatical control of complex language.</p>
<b>Vocabulary</b>	<p>I have a wide range of words and expressions to express myself in an appropriate style on professional topics. I can confidently overcome any gaps in my knowledge with circumlocutions</p> <p>I do not make any major vocabulary errors.</p>	<p>I can use a broad range of words and expressions and have an awareness of connotative levels of meaning.</p> <p>I can consistently use wide range of correct and appropriate vocabulary.</p>
<b>Spelling and Punctuation</b>	<p>I can correctly spell most words, although slight errors may occur.</p> <p>I can use a wide range of punctuation marks although some slight errors may occur.</p>	<p>I can spell most words correctly apart from a few occasional slips.</p> <p>I can use a wide range of appropriate punctuation marks to effectively guide my reader through my texts.</p>
<b>Style</b>	<p>I can use organisational patterns, connectors and cohesive devices effectively.</p> <p>I can write clear, well-structured, and detailed texts.</p> <p>I can emphasise the most important issues in my writing.</p> <p>I can select a writing style that is appropriate for the reader.</p>	<p>I can create coherent and cohesive documents, making full and appropriate use of a variety of organisational patterns and a wide range of connectors and other cohesive devices.</p> <p>I can write clear, smoothly flowing text in an appropriate style.</p> <p>I can use idiomatic expressions and colloquialisms correctly and appropriately.</p> <p>I can flexibly reformulate ideas in differing linguistic forms to convey finer shades of meaning precisely, to differentiate and to eliminate ambiguity.</p>
<b>Layout</b>	<p>I can use layout and paragraphing that is consistently helpful for the reader.</p>	<p>I can provide an appropriate and effective logical structure which helps the reader to find significant points.</p>

Taken from the Council of Europe's Common European Framework of Reference for Languages.

## Effective Writing

Can you do all the things listed in the 'What I can do now' column? If so, this could be the right level for you.

	<b>What I can do now</b>	<b>What I will be able to do at the end of the Higher Intermediate level</b>
<b>Content</b>	<p>I can write clear, detailed text on a wide range of subjects related to my field.</p> <p>I can write reports passing on information or giving reasons for or against a particular point of view.</p> <p>I can synthesise information and arguments from a number of sources.</p> <p>I can write a report which develops an argument systematically with appropriate highlighting of significant points and relevant supporting detail.</p> <p>I can evaluate different ideas or solutions to a problem.</p>	<p>I can report on complex issues, underlining the relevant salient issues.</p> <p>I can expand and support points of view at some length with subsidiary points, reasons and relevant examples.</p> <p>I can express my point of view at some length.</p> <p>I can write lengthy reports on complex subjects.</p>
<b>Grammar</b>	<p>I have good grammatical control of a wide range of tenses and expressions, though with some noticeable mother-tongue influence</p> <p>Any grammatical errors I make do not cause misunderstandings or stress for the reader.</p>	<p>I can consistently maintain a high degree of grammatical control.</p> <p>Any grammatical errors I make are rare and difficult to spot.</p>
<b>Vocabulary</b>	<p>I have enough words to be able to give clear descriptions and express viewpoints relating to my field and to general topics.</p> <p>I can vary sentence formulations to avoid repetition, but gaps can still cause circumlocution.</p> <p>Any mistakes I make in word choice do not cause misunderstandings.</p>	<p>I have a wide range of words and expressions to express myself in an appropriate style on professional topics. I can confidently overcome any gaps in my knowledge with circumlocutions</p> <p>I do not make any major vocabulary errors.</p>
<b>Spelling and Punctuation</b>	<p>I can spell most commonly used words, although there is occasionally some sign of mother-tongue influence.</p> <p>I can use a range of punctuation marks although I do not always use them correctly.</p>	<p>I can correctly spell most words, although slight errors may occur.</p> <p>I can use a wide range of punctuation marks although some slight errors may occur.</p>
<b>Style</b>	<p>I can use a limited number of cohesive devices to link my ideas together. However, some errors occur.</p> <p>I will be able to express myself confidently, clearly and politely in a formal or informal register, appropriate to the situation and person(s) concerned.</p>	<p>I can use organisational patterns, connectors and cohesive devices effectively.</p> <p>I can write clear, well-structured, and detailed texts.</p> <p>I can emphasise the most important issues in my writing.</p> <p>I can select a writing style that is appropriate for the reader.</p>
<b>Layout</b>	I can use standard layout and paragraphing conventions with confidence.	I can use layout and paragraphing that is consistently helpful for my reader.

Taken from the Council of Europe's Common European Framework of Reference for Languages.

## Clear Writing

Can you do all the things listed in the 'What I can do now' column? If so, this could be the right level for you.

	<b>What I can do now</b>	<b>What I will be able to do at the end of the Lower Intermediate level</b>
<b>Content</b>	I can produce simple connected text on topics which are familiar or of personal interest.  I can briefly give reasons and explanations for opinions and plans.  I can report and give my opinion about factual information on familiar routine matters.	I can write clear, detailed text on a wide range of subjects related to my field.  I can write reports passing on information or giving reasons for or against a particular point of view.  I can synthesise information and arguments from a number of sources.  I can write a report which develops an argument systematically with appropriate highlighting of significant points and relevant supporting detail.  I can evaluate different ideas or solutions to a problem.
<b>Grammar</b>	I can communicate with reasonable accuracy in familiar contexts.  I make grammatical errors, but it is clear what I am trying to express.  I use a limited range of tenses and expressions.	I have good grammatical control of a wide range of tenses and expressions, though with some noticeable mother tongue influence  Any grammatical errors I make do not cause misunderstandings or stress for the reader.
<b>Vocabulary</b>	I have enough words to express myself with some circumlocution on familiar topics relating to my work and current events.  I can use basic vocabulary but major errors occur when I express more complex thoughts or report on unfamiliar topics.	I have enough words to be able to give clear descriptions and express viewpoints relating to my field and to general topics.  I can vary sentence formulations to avoid repetition, but gaps can still cause circumlocution.  Any mistakes I make in word choice do not cause misunderstandings.
<b>Spelling and Punctuation</b>	I can spell most commonly used words, although there is often some sign of mother-tongue influence.  I can use basic punctuation conventions.	I can spell most commonly used words, although there is occasionally some sign of mother-tongue influence.  I can use a range of punctuation marks although I do not always use them correctly.
<b>Style</b>	I can link a series of short simple elements into connected sentences using basic cohesive devices (e.g. 'and', 'but', etc.).  I can use a limited range of language in a neutral register.	I can use a limited number of cohesive devices to link my ideas together. However, some errors occur.  I can express myself confidently, clearly and politely in a formal or informal register, appropriate to the situation and person(s) concerned.
<b>Layout</b>	I can write brief reports to a standard conventionalised format, which pass on routine factual information within my field.	I can use standard layout and paragraphing conventions with confidence.

Taken from the Council of Europe's Common European Framework of Reference for Languages.

## Frequently Asked Questions

### Can I choose which modules I take?

A placement test will determine your starting level.

The Gnosis i-learning course has been carefully designed to guide you through the writing process. It is therefore important that you complete the course in sequence.

As a result, you cannot choose the modules you take. However, all our modules are based on MBA topics. This guarantees that the topics you cover will be relevant to your current work situation.

### Do I have to pay for the whole level?

You can pay per module (consisting of three assignments). You can buy as many modules as you wish.

### Do I need any learning materials other than those included in the course?

We give you all the course materials you need (including the integrated dictionary).

You do not need to buy any other learning materials.

### What happens to my materials at the end of the course?

You get to keep all the software, course materials, LSTips, FX and the integrated dictionary. You can use these as a reference resource during and after your course.

### Do I have to be online to complete the course tasks?

You do not need to be online to complete your tasks but only when you want to send your work to the tutor and when you expect to receive feedback, resources and new tasks. You also need to be online when you want to correspond with your tutor.

### How many hours of learning are there in each module?

Each assignment takes approximately 10 hours to complete. This means that a module contains about 30 hours of learning. Of course, you are free to spend more time learning if you wish!

### How long will it take me to complete an i-learning module?

If you dedicate 2 hours to your course each week (this is our recommended minimum), it will take you approximately 3 months to complete a module.

The more time you dedicate to your course, the quicker you will complete the module.

### How can I compare it to traditional learning?

Overall, one Gnosis i-learning level is equivalent to over a year's course length of traditional classroom teaching. With 10 hours of training per assignment (30 hours per module), you will need about a year of ongoing work to complete a level.

### Can I view the Gnosis i-learning Demo?

To help HR make the correct training decision on behalf of their organisation, we are happy to provide them with a personal walk-through demonstration of the Gnosis i-learning system. Please email [ClientService@GnosisLearning.com](mailto:ClientService@GnosisLearning.com) for a Demo Pack.

## i-learning: the New BCEWS

Our system, previously known as Business and Commercial English Writing Skills (BCEWS), has now been rebranded to **i-learning**.

Our new name communicates that our system is more than just e-learning: it is innovative, focused on the individual, administered via the internet.

Gnosis **i-learning**: it makes perfect business sense!

## How We Compare

Here is how the Gnosis i-learning course compares to other international business English programmes\*:

Programme	Level			
Gnosis i-learning	Persuasive Writing	Effective Writing	Clear Writing	
CEF**	C2	C1	B2	B1+
Cambridge Main Suite	CPE	CAE	FCE	
Cambridge Business English Certificate		Higher	Vantage	Preliminary
IELTS	9-8	7-6	6-5	5-4
TOEFL		650		550
LCCI	4	4-3	3-2	2-1

\*This chart shows approximate comparisons and should be used for reference only.

\*\*Common European Framework of Reference for Languages.



## Minimum Hardware and Software Requirements

- Pentium III or equivalent,
- 256MB RAM,
- Windows 98 to Windows Vista operating system,
- Relatively fast Internet connection,
- Internet Explorer 6.0 or above (if you do not have this program on your computer, you can download and install it for free before installing the GnosisLearning software),
- Microsoft .NET Framework 1.1 (if you do not have this program on your computer, you can download and install it for free before installing the GnosisLearning software).

## Contact

At [ClientService@GnosisLearning.com](mailto:ClientService@GnosisLearning.com) we will be delighted to answer any of your queries or provide you with a Demo Pack, should you wish to request one.

At our website, [www.GnosisLearning.com](http://www.GnosisLearning.com), we would like to direct your attention to the *free online resources* on business English office and writing skills in our Resource Centre.