

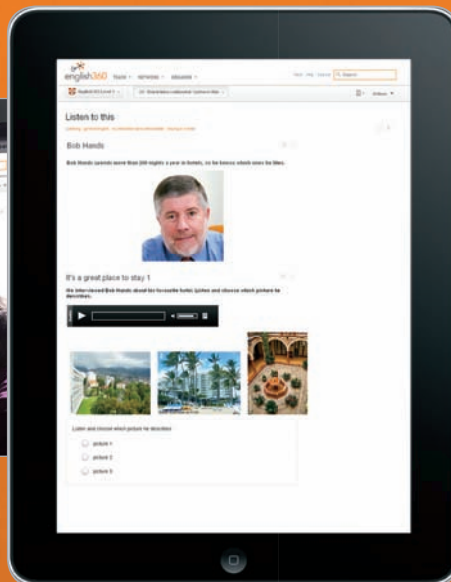


## Finally. Blended learning your way.

The quickest, easiest way to deliver online and blended learning. Over 12,000 activities and 45 courses from Cambridge, delivered out-of-the-box, or customised with authoring and course design tools.



Use English360 in your classroom, with handouts, a projector, or IWB.



Access English360 through any web-connected computer, tablet, or iPad.



Exceed your students expectations by providing online and blended learning.

“ Being able to provide our aviation clients with courses that are highly focused, authentic and effective is an important benefit of using English360. ”

**Jon Crocker**  
Principal of OISE Bristol



Winner of the 2010 David Riley Award for Innovation in Business English and ESP.



Nominated for the 2011 ELTon UK Award for Innovation.

In partnership with



**CAMBRIDGE**  
UNIVERSITY PRESS

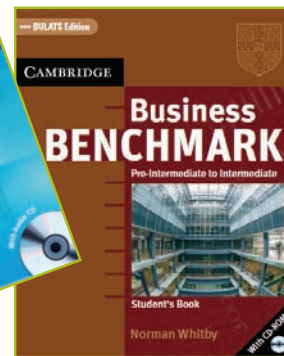
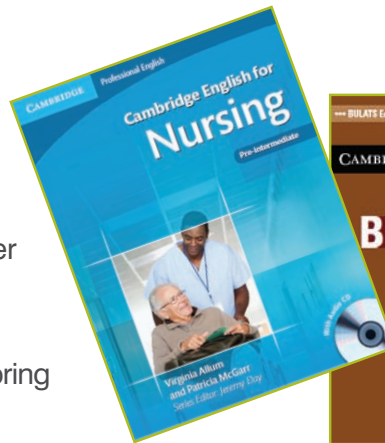
## Go digital with English360

**English360 is the fastest, easiest, and most effective way to deliver online and blended learning for your students and clients.**

Quality-assured Cambridge titles come pre-loaded on your school's branded platform, together with authoring tools, social learning functionality, and a complete learning management system.

## Benefits of blended learning with English360

- Give your school a competitive advantage with a wider range of course options.
- Brand the **English360** platform with your school's logo and colours.
- Reduce the time and cost involved with creating tailored courses.
- Make specialised content creation simpler with state-of-the-art authoring tools.
- Optimise valuable face-to-face teaching by assigning consolidation activities as self-scoring online homework.
- Economise with a range of cost-effective pricing packages. Teachers and admin accounts are free.



“ English360 has already given us a competitive edge in our market. ”

**Dr John Stanley**  
Director, English Expertise, Bonn



**English360 delivers Cambridge ESP content, for areas such as medicine, hospitality, and business.**

## Personalise your students' learning

**English360's** open framework means that your students can be assured of relevant, authentic learning. Cambridge courses can be customised and supplemented with your own authored material, and integrated with authentic content from the web, such as news articles, blogs, and video.

- **English360's** template-based digital authoring tools speed up and simplify the customisation process.
- Images, multimedia, and viewable PDFs can easily be added to any of the ten activity types.
- Whole units, pages and even activities from Cambridge content can be mixed, matched and re-sequenced.

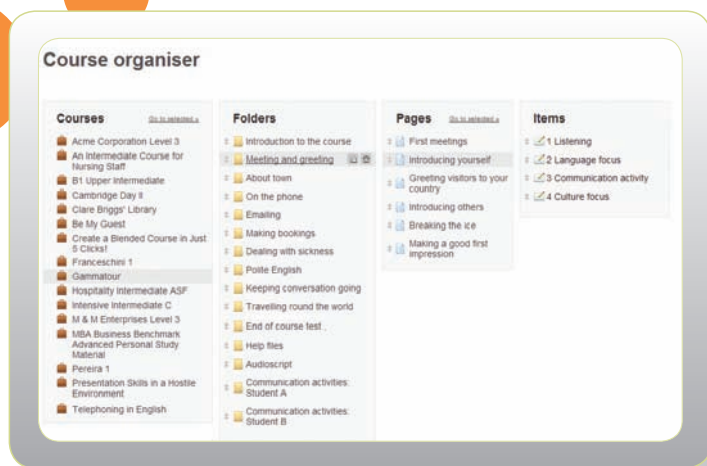
The screenshot displays a digital learning interface for a listening activity. At the top, it shows the course title 'Business Benchmark Advanced BULATS edition' and the unit 'Unit 3 - Internal communication / Advice for communicating with colleagues'. The main heading is 'Advice for communicating with colleagues', with a sub-heading 'Listening 1'. Below this, there is a paragraph of text and an image of four business professionals in a meeting. A Cambridge Dictionary widget is visible in the top right corner. The activity instructions state: 'Listen and decide which advice each speaker gives. Drag the advice to the name of the speaker. If a piece of advice is not given, drag it to the Nobody box.' Below the text is an audio player. To the left of the player are four advice options: 'Send a clear message', 'Keep to the point', 'Avoid over-formal language', and 'Don't send too many emails'. To the right are two boxes for names: 'Larry' and 'Marina', each with a 'Drop Here' area. In the foreground, an 'Add new content' menu is open, listing ten activity types: Basic Text, File Download, Link to a Website, Page Break, Viewable PDF, Categorise, Essay / Short Answer, Fill-in-the-Blank, Gap Fill, Highlight, Matching, Multiple Choice, Needs Analysis, and Reordering.

No technical know-how is required – if you can attach a file to an email, you can use **English360**.

## Collaborative approach

**English360** provides your school with a collaborative workspace for your teaching staff and administration, benefiting your course design, materials development, and teacher training processes. You can choose:

- Privacy settings to limit access to your learners, your teachers, and selected content only.
- A range of open settings which allow selective connection to the wider **English360** community.

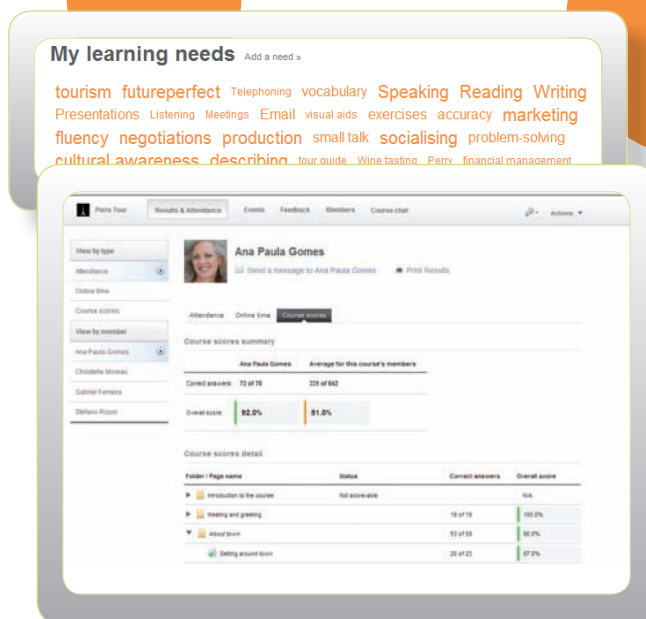


Move, copy, delete and re-sequence content to personalise your training programmes.

## Focused on learning outcomes

A complete learning management system, **English360** provides you with powerful tools to monitor student progress, with multiple channels for teacher feedback.

Class scheduling, enrolment, and attendance reporting tools all save administration time and allow you to focus on students, not spreadsheets.



As students progress through their course, performance tools measure results and provide immediate feedback.

## Getting started

To learn more about how **English360** can help your organisation, contact [sales@english360.com](mailto:sales@english360.com) for a personalised presentation and free evaluation pack.

For freelance teachers, your Educator account is completely free; charges only apply when you enroll students.

Every step of the way, our dedicated support team, online tutorials, and training packs assure your success.

ISBN: 978-1-107-90456-9



Printed in the United Kingdom on elemental-chlorine-free paper from sustainable forests. 2011.

  
english360  
[www.english360.com](http://www.english360.com)



CAMBRIDGE  
UNIVERSITY PRESS  
[www.cambridge.org](http://www.cambridge.org)