



‘ProFile,’ a vocabulary-based course developed for Oxford University Press

Revamping content to boost sales

Oxford University Press (OUP) is a department of the University of Oxford. It furthers the University's objective of excellence in research, scholarship, and education by publishing worldwide. It is the world's largest university press. It publishes more than 4,500 new books a year, has a presence in over fifty countries, and employs some 3,700 people worldwide. It has become familiar to millions through a diverse publishing program that includes scholarly works in all academic disciplines, religion, music, school and college textbooks, children's books, materials for teaching English as a foreign language, business books, dictionaries and reference books, and journals.

THE NEED FOR A CD-BASED COURSE

‘ProFile’ was an Oxford University Press publication—a three-level, topic-based course with a vocabulary-driven syllabus. It focused on the vocabulary needed across a wide range of business activities. An integrated skills approach ensured that students practiced all the four skills in each topic-related unit. ProFile had a comprehensive and progressive business-writing syllabus. To increase the adoption of the book, OUP commissioned Tata Interactive Systems to develop a robust, high quality, CD-based product, which worked on all global operating systems and added value to the book’s content by extending the exercises through the self-study pages. Each CD-ROM was to include short video extracts of interviews with professionals talking about their work and their professional lives.

HOW OUR SOLUTION HELPED

The product developed by Tata Interactive Systems was a video CD-ROM to accompany each student's book. It contained twelve interviews with business people across a range of industries. Exercises in the student's book, based on each of these interviews, gave the students plenty of support and encouraged independent learning outside the classroom. The CD-ROMs brought to life the topics covered in the syllabus, as the people interviewed talked about them in the context of their work. This helped students and teachers to see how the topics and vocabulary related to their working lives. The course was helpful to teachers since it:

- Taught business content as well as the language of business
- Was a comprehensive package that offered plenty of support material to complement the course—tests, extra ideas to take into the classroom, practical advice on teaching different class types, and training material
- Had plenty of language and content support in the teacher's book and did not necessarily require them to have experience of teaching business English

The course was equally beneficial for students since it enabled them to:

- Discuss different areas of business as they improved their English.
- Effectively communicate at work with other departments, companies, and industries.
- Acquire a broad knowledge base for future career development.

The CD-ROMs added value to the course and enhanced its usability. There were no interactive activities, but the student's book contained a two-page self-study per unit that referred to the video on the CD-ROMs.

Consequently, the CD-ROM was fundamentally tied to the student's book. The CD-ROMs contained video extracts produced by the OUP English Language Teaching (ELT) Video Department, along with video transcripts, and an audio wordlist.

TECHNOLOGY USED

The entire product was developed in Flash MX, where the entire video files were maintained externally. XML files were created to display content at run time and video transcripts were synchronized with the audio.



The CD-ROMs developed for OUP were equally appreciated by the target audience —students as well as the teachers. It added value to the content of the book, helping boost sales tremendously.

SOME SAMPLE SCREENSHOTS

The screenshots offer a brief glimpse of the 'ProFile' CD-ROMs developed for OUP. To experience some of our products at work, you may view our demos by registering online at www.tatainteractive.com.



The menu screen from where the users could access the video profiles related to the topics in the student's book.

The module on 'Organizations and roles.' The video playing on the left supported audio, and the users had the option of hiding the text.



ProFile 1

Pre-Intermediate

VIDEO PROFILES

2 Organizations and roles



sets of demands coming in at the same time, quite often. So generally, my main challenge is just to prioritize those, and make sure that everything is done when it needs to be, and that both people are happy.

The busiest times of year are when we have our public board meetings, which are three times a year. These are meetings where our entire board meets together and we invite the public in to discuss issues.

I have to organize the venue, and make sure that I've got all the rooms that we need for the day booked up.

Hide text

The interview section where professionals talked about their respective roles in their organizations.

The screenshot showing the Wordbank. The users had the option of hiding the sentences accompanying the phrases.

ProFile 1

Pre-Intermediate

WORDBANK

- 1 A new job
- 2 Organizations and roles
- 3 Quality
- 4 Money
- 5 Import-Export
- 6 Travel
- 7 Career prospects
- 8 Time is money
- 9 The customer
- 10 Business online
- 11 Not for profit
- 12 Problem-solving

Click on the words to hear the audio:

deal with
The Switchboard Operator deals with calls to the company.
department
The Chairman reports to the Department of Health.
Finance
My boss is the Finance Director.
Human Resources, HR
The Director of Human Resources recruits new staff.
be in charge of

Hide sentences

Menu

Exit