













Since **Q Business Traveller** is a course intended primarily for adult learners whose English proficiency level is not very high, it is particularly important for the design of the product to also consider the general cognitive needs of adult learners that do not just pertain to language learning. Accordingly, while providing ample practice, Q Business Traveller is *manageable in size* as it covers only a clearly defined repertoire. Its overall design and organisation is very *clear and simple*, allowing learners to navigate easily, and preventing them from feeling overwhelmed by a large quantity of material. Moreover, by definition, the interactive exercises in **Q Business Traveller**— which also provide *immediate feedback*—require the learner to take an *active* role in his or her learning; that is, learners are not merely passive recipients of information.

Learners are presented with *multi-sensory stimuli*; for example, learners can view a video and listen to a video, and also read the script for the film or audio recording. Thus, since some learners prefer listening to any language input, while others need to read it, this feature serves to accommodate *different learning styles*. In addition, English is notorious for its erratic spelling, both hearing and seeing words helps learners correctly associate the sound of a word or phrase with its written form.

**Assessment** is a very important motivating factor for learning in general and for language-learning specifically, especially in a fully online course where students are not in a classroom with a teacher or other classmates. **Q Business Traveller** therefore incorporates assessment in several ways.

Learners get immediate feedback on all activities, and may also see the correct answer, or play back both a native speaker and their own recording for speaking and pronunciation exercises. Learners take a test after completing the lessons in each of the 16 units. In addition to receiving a score, learners may view their own answers as well as the correct answer. They may repeat both unit activities and the tests in order to improve their score. The **My Progress** tool allows students to monitor their own progress throughout the course. Learners may also use the *Grammar Book*, the *Lexicon*, and the



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*Phrase Book* to improve their understanding and then repeat activities or lessons, thus improving their score.

## Conclusion

English has long become the language of global business. In **Q Business Traveller**, learners hear both British and American English, and meet people from a variety of cultural backgrounds, speaking in many different accents. Grounded in sound pedagogical principles, **Q Business Traveller** is designed to help students learn to communicate effectively in an international business environment and while travelling. Special attention has been devoted to details such as the level of language used throughout the course, the diversity of activities, innovative and informative tools, and the clarity and appeal of the interface to produce a course that would be both clear, and enjoyable.