

# Learning Record

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Time spent studying on ALISON

**78 hours 40 min**

## Completed



### Fiscal and Monetary Policies:

**100% quiz score**

Fiscal and monetary policies are two strategies used to direct a country's economic goals. Fiscal policy involves the government and how it uses revenue and expenditure to influence a country's economy. Monetary policy is implemented by the central bank of a country and is used to influence that country's money supply. Fiscal and monetary policies are very important concepts to understand in economics as they can have profound effects on the lives and livelihoods of a country's entire population. In this free online economics course you will gain a thorough knowledge and understanding of the economic concepts behind both fiscal and monetary policies and how they are implemented to influence a country's economic goals. You will also learn a..



### Diploma in Psychology:

**100% quiz score**

ALISON's free online Diploma in Psychology is an engaging course, and is packed with features to help students understand and evaluate classic and contemporary psychology. It is ideal for those who want to gain comprehensive understanding of the main elements of psychology, and will be of great benefit to students in their career progression. Topics covered include classical conditioning, learning theory, the biological basis of behaviour, visual perceptions, memory, and cognition. The Research Methodology section allows students to cast a critical eye on the research process, to explore the nature of psychology as an evolving science, and understand some of the ethical issues faced by psychologists.



### Creating a Need for Your Product:

**90% quiz score**

AgraQuest is a company which developed a groundbreaking bio-pesticide that changed the way food is cultivated using pesticides and was a revolution in growing safer food for consumers. In this free online course Pam Marrone, founder of AgraQuest, discusses about how she guided AgraQuest to be today's leader in bio-pesticides. With her savvy business sense, we learn how Pam pioneered a huge turnaround in marketing the AgraQuest product to capture a niche in the pesticide market. We learn the key factors which brought about the formation of AgraQuest and what changes were made in the pesticide market to convince farmers that they needed to make the change to bio-pesticides manufactured by AgraQuest. It also highlights the stumbling blocks ..



Director

## Learning Record



### Introducing the Art of Negotiation:

100% quiz score

The ability to negotiate effectively is an art form which many of us are not confident in doing. Formal negotiations are however, a vital part of communication across various sectors from business to politics. In this free online course, Stan Christensen, co-founder of Arbor Advisors, discusses the art of negotiation and the skills and techniques required to be persuasive in a positive manner. You will also learn why the skill of really listening is of vital importance when meeting goals at the negotiation table and he explains the lessons he learned during his time as a professional mediator. This free negotiating course will be of interest to all professionals in many varied sectors such as business, entrepreneurship, human resources and..



### Customer Service Training:

80% quiz score

Good customer service is of vital importance for all businesses, large or small. It can have a direct impact on customer loyalty and where potential customers choose to spend their money. Simply put, the higher quality customer service you provide, the higher level of customer satisfaction you will enjoy, and that will translate into repeat business. This free online course from ALISON introduces the basic concepts of customer service and then delves into effective customer service techniques and practice. It will benefit anyone who deals directly with a business's or organisation's customers. You will gain a thorough knowledge and understanding of the key aspects of customer service and become confident in handling enquiries, complaints..



### Marketing Success for Your Business:

100% quiz score

Jeffrey Housenbold is president and CEO of Shutterfly which provides a full range of products and services that enable consumers to manage their digital photos. Housenbold has a successful track record of building online consumer franchises by combining commerce and community. In this free online course he discusses how entrepreneurial thinking can lead to the success of a business. You will examine how he has made Shutterfly into a market leader and you will also learn when not to listen to market research. He gives important tips on being successful in any business and how you should keep innovating to stay ahead. This course will appeal to business professionals who would like to gain from the insights and ideas of a leading entrepreneur..



### Leadership Skills in Business:

100% quiz score

Successful entrepreneurs need more than business ideas, they need to be good leaders. This free online course from ALISON reviews the essential leadership skills an entrepreneur or business person needs. These skills include the knowledge and understanding of how to organise your company, how to select your business team, how to manage your business team, and how you should behave as a business professional. All great entrepreneurs and business people gain this knowledge and understanding early in their career and by studying this course you can gain the knowledge and understanding to acquire these skills also.



### Fundamentals of Marketing Your Business Online:

100% quiz score

In the current difficult economic times businesses need to take advantage of every opportunity to maximise their marketing presence to as many potential customers as is possible. The most efficient way of doing this is to implement a highly effective online marketing strategy. However, many businesses, especially small businesses, struggle to implement any kind of online marketing as they do not have the expertise. This free online course will help all business owners increase their knowledge and understanding of what online marketing involves and how to go about implementing a successful online marketing strategy. The course will show you how to build an online marketing plan, promote your business online, and improve your Website landing..



### Discovering and Meeting Market Needs:

100% quiz score

This course is presented by professional marketer Kate Rodan, co-founder of Proactive Solution, a health-science company dedicated to researching and developing products for dermatological and skincare problems. In this free online course, she talks about how the company strategically goes about researching and developing new products. The example for the course is researching a market need for dermatological problems such as skin acne that are not being met by existing products. Kate discusses the value of effective market research and the benefits of using market research techniques such as customer surveys. She demonstrates how infomercials were very successful as a marketing tool in reaching her company's target audience and how infom..



Director

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### Understanding Your Customers to Drive Sales:

100% quiz score

Tien Tzuo is Chief Strategy Officer with Salesforce.com, and in this free online course he discusses why businesses must move their marketing strategy away from direct-marketing campaigns to online marketing. For online marketing to work he explains why businesses must understand how the 21st century customer learns about new products or services online through online buzz, online PR, and online dialogues. He explains that when designing a complex product, a business should create a layered product that allow customers choose how complex the functionality of the product should be, and that in the modern marketplace businesses must serve the customer by providing a free trial of the product. Businesses must also provide a post-sales service..



### Staying Close to the Customer:

80% quiz score

Yahoo is a very popular Web site but, with strong competition for products and services coming from others like Google and Facebook, Yahoo as an organisation faces severe challenges in being more competitive in the advertising market. In this free online course Sue Decker, the CEO of Yahoo from 2008 to 2009, discusses how the founders of Yahoo focused on the needs of its customers by developing a hierarchal database structure for faster and more efficient searches making life easier for the customer. The course also looks at how internal structuring of the sales force was implemented to improve customer service, where the gap in monetising search queries between it and Google occurred, and recent acquisition proposals. This course will be ..



### What Great Leaders Do:

90% quiz score

In this free online course Professor Bob Sutton reveals the successful habits of well respected leaders, and outlines the type of habits practised by those who fail to lead. He points out that when people move into positions of power, they can easily loose sight of the needs of those they lead. In this course you will learn what the hallmarks of great leaders are, how leaders need to hear the truth and how to deal with team disagreements. You will learn about rotten apples and how they must be removed for the health and longevity of a team. He also explains the best way to &quot;wage war&quot; with an ineffective leader. This course will be of great interest to all business professionals who lead a company or a team and want to improve the..



### Key Elements of Entrepreneurial Success:

100% quiz score

William Sahlman is one of the worldâ€™s leading authorities on entrepreneurship. As a professor at Harvard Business School, his research focuses on investment and financing decisions made in entrepreneurial ventures at all stages of their development. In this free online course, Professor Sahlman explains why the best money comes from customers not venture capitalists. He describes the key elements of an entrepreneurial venture using the example of John Osher who developed the spin toothbrush. You will learn how to achieve the greatest value by changing the relationship of these elements to one another. He identifies important factors to improve entrepreneurial success. He focuses on what drives entrepreneurs, the importance of recognising..



### Three Facets of Business - The Endeavor Way:

100% quiz score

Endeavor is a global leader in guiding entrepreneurs around the world to create and develop business and economic growth in their own countries. Endeavor consists of entrepreneurs who want to give back to the world their knowledge and expertise to those in business who lack the same opportunities to grow. In this free online course the chairman of Endeavor, Edgar Bronfman, discusses the mission of Endeavor, why it was started, and how it can be implemented worldwide. You will learn about Endeavor's core values and beliefs, and how they can help entrepreneurs overcome obstacles that they encounter. This course will be of interest to entrepreneurs who have plans to start a business and would like help and guidance to get them on the road to ..



### Why Risk is Necessary for Business Growth:

90% quiz score

Peter Diamondis of the X Prize foundation tells the story of his path to entrepreneurship, the skills required to make a successful business and the importance of following your passion in life. In this free online business course we get to hear him discuss where the idea came from to create the X Prize foundation, the risks he took to make it a success and why it remains a success today. He discusses X Prize's core values and beliefs, the hardships crossed in financing the business and the lessons learned in each risk taken to grow the business. This free online course will be of interest to business and marketing professionals, and budding entrepreneurs looking for expert help and guidance to get them on the road to building their own co..



Director

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### Developing a Global Online Enterprise:

80% quiz score

eBay is now a household name as during the past decade it has become the world's leading online marketplace. eBay allows anyone sit in their living room and buy and sell for their pleasure or as a business. In this free online course we get an insight into the workings of how eBay was born as a company, how they managed the creative processes as well as their marketing strategies. Along with eBay there is also a discussion about PayPal, created by the team at eBay to function as their payment scheme for customers but which is now the world's leading online payments company. The course also reviews their acquisitions projects, the successes and failures experienced by the company, potential growth sectors and the future of eBay and PayPa..



### Diploma in EU Public Procurement:

100% quiz score

Public procurement is a process that occurs when a government organisation or a public authority purchases from external suppliers. Public authorities in Europe spend over €2000 billion a year purchasing goods and services, and this huge purchasing power forces suppliers to become more innovative as they have to produce higher quality products at lower prices. Public authorities in Europe have introduced procurement rules which are designed to increase competition between suppliers. This free online Diploma course has been created by Procurement Academy, an institute dedicated to training procurement professionals. In this course you will learn about the European public procurement process. The course covers topics such as best practices..



### Introduction to Conversational English:

100% quiz score

In this free online English course, the basics of conversational English are covered, such as what you might say when you meet people for the first time and how to talk to people and make new friends. This course allows you to practise some simple conversational techniques that will give you confidence when meeting and greeting people using the English language as well as reviewing basic auxiliary verbs, main verbs, adjectives and open questions. It is ideal for those who want to improve their basic conversational English and will help learners on their way to becoming more confident when communicating.



### Introduction to Business and Travel English Language Skills:

86% quiz score

Business and travel English language skills are in great demand around the world as more and more businesses and organisations conduct their international business operations through the medium of the English language. In this free online business and travel English language course you will be introduced to conversational vocabulary and dialogues that will help you learn English language skills in the areas of business and travel. You will listen to dialogues about job interviews and how to ask and answer interview questions in English. You will also learn important and useful vocabulary when making business telephone calls. You will learn about the importance of small talk when initiating and forming business relationships and how to diff..



### Speaking and Writing English Effectively:

100% quiz score

"Speaking and Writing English Effectively" is designed for proficient English speakers who would like to improve their speaking and writing skills. The course compares a variety of writing styles including imaginative writing, journalism, English in the media and textual analysis. It also offers a comprehensive guide to using language effectively and is ideal for English students as well as those who want to improve their written English for work or pleasure.



### Social English Language Skills:

85% quiz score

Most people who learn a second language would like to master enough of that language to be able to engage in basic conversations when meeting people in social settings. This free online English language course will help you improve your social English language skills so that you will be able to communicate confidently with people in social settings. The course starts by showing you how to meet and greet people and how to engage in small talk. You will also learn how to make suggestions, requests, and offers, how to talk about what you do in your spare time, and give opinions on different topics. This free online English language course will give you much greater confidence when communicating with people in social settings and allow you to ..



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### Achieving Personal Success:

100% quiz score

Tom Kelley is the highly respected general manager of IDEO, a firm that helps its clients create innovative products, services and environments. He is also the author of best-selling books on creativity. In this free online course he starts by explaining how achieving personal success depends on implementing good, healthy mental habits. The course explains how you should treat life as an experiment, how you should be willing to fail and learn from your mistakes. He advises that you should have confidence in what you know well, but realise that you have a lot more to learn and that you must keep yourself learning at all times. You will also learn about using your whole brain and how you should make the most of opportunities to use the right ..



### Basic German Language Skills:

90% quiz score

German is spoken by nearly one hundred million people in central European countries such as Germany, Austria, Switzerland, Luxembourg and Liechtenstein, and is the most widely-spoken first language in the European Union. Germany is internationally recognised as the industrial and economic powerhouse of Europe, so a working knowledge of German is essential for professionals in areas such as business, finance, economics and politics. In this free online German language course you will be introduced to basic German vocabulary and grammar. You will learn about times of the day, colours, numbers, the alphabet, and important verbs. This free online German language course will be of great interest to all professionals who would like to begin lear..



### Mastering French Grammar and Vocabulary:

93% quiz score

For learners who have studied our first two French courses, this third course will further increase your understanding of the French language. You will build on your existing knowledge of French vocabulary and master important areas of grammar that will greatly improve your comprehension of the French language and your ability to communicate effectively with native French speakers. In this free online French language course you will be taken step by step through grammar topics such as using adverbs and prepositions, using relative and demonstrative pronouns and understanding the differences between *depuis*, *pendant*, *pour* and *il y a*. You will also cover a wide range of new topics and learn vocabulary related to jobs, ..



### Growth Strategies for Business:

100% quiz score

Having worked hard to create a business many entrepreneurs and business people then find it a struggle to grow their business. This free online course looks at the important factors when growing a business internationally. The course reviews growth strategies for companies, international marketing, adding products and services, and factors involved in international business. This course is ideal for business professionals, or those who are interested in starting their own business, and who want to learn more about the factors involved in a growing business.



### Creating An Entrepreneur's Checklist for Success:

100% quiz score

Steve Blank is a serial entrepreneur with over 30 years of experience in high technology companies and management. He is also a Consulting Professor at Stanford in the Graduate School of Engineering. In this free online course he goes through a checklist of questions and answers that will be helpful to any new business leader. He offers insights and case studies from industry and new technology companies. He focuses on important areas for business start-ups including market opportunity, market regulations and distribution, competitors and complimentors, and technology breakthroughs. You will learn why sometimes being the first and only company in a particular market can actually be a disadvantage. He discusses the difference between vertica..



### Introduction to the Irish Language:

93% quiz score

The Irish (or Gaelic) language is the official language of Ireland and is also recognised as a working language by the European Union. This free online course will introduce you to the Irish language and Irish language pronunciation skills and basic everyday vocabulary. You will learn how to pronounce words related to people, clothes, food, travel, directions, eating out, the body, places, numbers, colours, dates and times, as well as other general phrases. This free Irish language course will be of interest to all learners who would like to discover more about the Irish language and Irish Culture.



*Michael James Jordan*  
 Director

## Learning Record



### English Vocabulary and Pronunciation:

80% quiz score

For learners who have completed the free online course &quot;Introduction to English Grammar - Vocabulary, Pronunciation and Listening&quot; available on ALISON, this new English language course will help you further extend your English language vocabulary and improve your pronunciation skills. In this free online English language course you will cover vocabulary in areas such as shopping, food, and sports, and pronunciation such as silent letters and the alphabet. The course also covers the ten most-used nouns in English, the ten most-used verbs, and the ten most-used expressions, all of which will help you further improve your knowledge and understanding of the English language. This free online English language course will be of great i..



### Practising English Language Grammar Skills:

100% quiz score

When learning a new language an important first step is to learn the rules of grammar that allow people express what they want to say and understand what others are saying in a coherent manner. An equally important second step is to practise using the rules of grammar to become proficient in communicating in the language. In this free online English language course you will get to practise using important rules of grammar that will greatly improve your ability to communicate in both spoken and written English. You will practise the use of tenses such as the present continuous, past perfect, past simple, present perfect continuous and past perfect continuous to improve your ability to communicate. You will also practise and learn how to use..



### Creating Meaning for Employees:

100% quiz score

Janice Fraser is CEO and co-founder of Adaptive Path, an experience design consultancy firm based in San Francisco, California and Austin, Texas. Janice is an experienced entrepreneur and in this free online course she talks in detail about how important the culture of a business is for the success of that business. She emphasises that a productive culture is one where managers create meaning for their employees. By promoting a business culture that employees can buy into they will become more motivated and work more passionately to make the business a success. Janice believes that alignment is the key factor underlying everything we do. In a business alignment means that employees are doing fulfilling work which they excel at. This course..



### Critical Skills for Entrepreneurs:

100% quiz score

Jerry Kaplan is widely known in the computer industry as a serial entrepreneur, executive, technical innovator and author. In this free online course he explains what the best qualities of serial entrepreneurs are and the five biggest mistakes that entrepreneurs make. He discusses the five critical skills that entrepreneurs need: leadership, communication, decision-making, being a team player and the ability to telescope. He explains the vital importance of sales skills and recruiting people to sell for you. This course will show you how the timing of an idea is very important and why it is very difficult to call. Kaplan shares his advice on the types of risks that companies face when they start off and how the trick is to get the risk out..



### How to Plan Your Career Path:

100% quiz score

Stan Christensen is a partner at Arbor Advisors, an investment banking firm where he negotiates on behalf of mid-market technology companies. He has nearly twenty years of experience in both transactional and operations roles and has worked on hundreds of transactions. In this free online course he advises doing as much informational interviewing as you can to ensure you pick a career path that you will enjoy and be a good fit for your interests. He says that when you are planning a career not to be overly concerned with a linear path, if you are savvy and wilful you can work your way into most careers. He outlines a few of the erroneous career assumptions that will help you avoid picking the wrong job. You will learn how a career/life bal..



### Fundamentals of Human Resources:

100% quiz score

This free HR course introduces you to the world of Human Resources management (HRM) and is a useful introduction to those who wish to learn and understand more about the role it plays within organisations. The lessons examine the various functions of HRM in organisations including responsibilities and objectives, the employment cycle, job analysis, recruitment and selection, and performance appraisal as well as employee relations, and managing change within the workplace.



Director

# Learning Record



**Fundamentals of Business Law: 100% quiz score**

This course reviews important principles found in business law. These principles include details on sole proprietorship, general partnerships, limited partnerships and incorporations. This course explains principles of business law in a clear and easy to understand way. The course also covers topics such as legal requirements, legal recommendations, financial status, taxation, and liability related to these principles. This free online course will be of interest to business professionals and students of law who would like a greater knowledge and understanding of laws relating to business and commerce.

**Introduction to Contracts in Law: 90% quiz score**

Contracts are agreements entered into by two parties with the intention of creating a legal obligation and contracts in law are very important and serious documents. Yet many individuals or business owners do not fully understand the implications of signing a contract or breaching a contract. This free online course reviews the elements which make up a contract and reviews a scenario about how a contract can be breached if one or more of the parties involved do not fulfil their part of the agreement. Resolving broken contracts in the form of damages is also discussed. This course will be of interest to business professionals who, for example, work with third party suppliers for goods or services on a contract basis. It will also be of inte..

**Fundamentals of Incoterms: 100% quiz score**

The word 'Incoterms' is derived from International Commercial terms, which are a series of three-letter terms related to common sales practices published by the International Chamber of Commerce (ICC). The main aim of Incoterms is to define the tasks, costs and risks associated with the transportation and delivery of products and goods. This free online course has been created by Procurement Academy, an institute dedicated to training procurement professionals. In this course you will learn about Incoterms, their definitions and classification, and their use by procurement professionals. You will also learn about the role of the buyer during the supplier selection process. This course will be of interest to procurement professionals who wo..

**Fundamentals of Corporate Management: 100% quiz score**

This free Business Skills course introduces the learner to the world of corporate management. Using an interactive presentation style, the lessons go through the characteristics of large businesses, management functions within a business, and the corporate business environment. This free management course also covers large business structures, management styles, and approaches to managing change in a large, dynamic organisation. The course is a useful introduction to those who wish to learn and understand more about how large businesses and organisations operate.

**English Writing Skills : 100% quiz score**

English Writing Skills is a free online language course which is designed for anyone wanting to improve their writing, or English students who wish to enhance their essay-writing abilities. Covering a number of different styles of writing, including comedy, descriptive, spy, thriller, instructional text, opinion pieces, poetry, as well as punctuation, this course provides you with enough guidelines to express yourself creatively in a variety of writing styles.

**Fundamentals of English Grammar: 96% quiz score**

This free online course offers a comprehensive review of English grammar and is ideal for those already fluent in English who want to improve their writing skills, as well as their spoken English. It examines spelling, grammar and punctuation including commas, colons, adverbs and prepositions, meaning you will be able to write English more confidently "€" enhancing both your personal and professional skills.



*Michael James Jordan*  
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 Director

## Learning Record



### Introduction to Swedish:

100% quiz score

Swedish is spoken by over 10 million people in Sweden and is mutually intelligible in neighbouring countries such as Finland, Norway and Denmark. The Swedish language is a descendent of Old Norse which was the common language of people living in Scandinavia during the 8th to 11th centuries known as the Viking Era. Swedish has a proud tradition in literature and the arts, and today Sweden has a thriving modern economy with important trade links throughout Europe. In this free online Swedish language course, you will learn the basics of Swedish grammar and be introduced to word order in sentences, verb formation, and the use of nouns, pronouns and adjectives. You will also learn important pronunciation skills and build your knowledge of voca..



### Improving Your French Language Skills:

80% quiz score

French is spoken by 110 million native speakers, is an official language in 29 countries and has 190 million non-native speakers around the world. This free online course is ideal for learners who have had some exposure to the French language and want to continue improving their knowledge and understanding of both grammar and vocabulary of this wonderful language. You will start this free course by improving your pronunciation skills. This is followed by learning more useful vocabulary and further expanding your ability to count numbers in French. You will also improve your understanding and knowledge of grammar rules, in particular, the use of adjectives, adverbs and pronouns. This course will be of interest to business professionals doin..



### Rethinking the Product Development Process:

100% quiz score

This free online course features Steve Blank who is a serial entrepreneur with over 30 years of experience in high technology companies and management. He is also a Consulting Professor at Stanford in the Graduate School of Engineering. In this course he discusses rethinking the product development model so that early stage companies can reduce their overall exposure to risk. You will learn that most start-ups fail because they don't target the right market or the right customer. Steve Blank explains the customer development process and how successful businesses seek out real customers, ask for their feedback and analyse and fix any problems these customers encounter. He gives advice about not seeking media coverage too soon and also why ..



### Accounting and Its Use in Business Decisions :

83% quiz score

This is the first in a series of accounting courses that cover a wide range of topics. These will greatly increase your knowledge and understanding of the theory of accounting and accounting practices. In this first free online accounting course you will be introduced to accounting and its use in making business decisions. You will learn how to identify and describe the three basic forms of business organizations, and also distinguish among the three types of activities performed by business organizations. The course then describes the content and purposes of the income statement, statement of retained earnings, balance sheet, and statement of cash flows. You will learn about the basic accounting equation and describe its relationship to t..



### Entrepreneurship - Creating the Business:

100% quiz score

Entrepreneurship is the cornerstone of any modern economy - Everyday entrepreneurs around the world are starting their own business. This free online course from ALISON examines characteristics of entrepreneurs and also examines the kind of business models and marketing strategies an entrepreneur can use to start a business. This course is ideal for anyone who wants to learn more about entrepreneurship or who may be thinking about starting their own business.



### Characteristics of the Successful Entrepreneur:

100% quiz score

Jeff Hawkins is the co-founder of Palm and Handspring and is the architect of many computing products such as the PalmPilot and the Treo smartphone. In this course he will take you on a journey through his career, how he became an entrepreneur and the importance of believing in your product. He teaches valuable lessons about the importance of experience, following your passions and how to keep a work/life balance. He discusses how to design successful products, the role of market research and the need to continuously test products. In terms of the company workplace, he talks about how a good business culture and a strong human resources policy are vital. You will also learn about the importance and inevitability of portable technology. Thi..



Director



## Learning Record



### Fundamentals of Project Management:

100% quiz score

This online course is aimed at people interested in IT project management and builds on other business and IT courses available online at ALISON. Every competent project manager needs to know the various phases and project management software and tools available do the job properly (such as the Gantt Chart). This free course will identify these phases and tools, enabling you to successfully manage any project.



### Fundamentals of Operations Management:

90% quiz score

This free business skills course introduces you to the world of operations management and is useful to those who wish to learn and understand more about the role it plays in organisations. Using an interactive presentation style, the lessons go through the role of operations management in both manufacturing and service organisations. It also covers strategies used, such as capacity planning, facilities location planning, aggregate planning and scheduling, as well as inventory management techniques and quality management.



### Product Design:

100% quiz score

Product design is the process whereby product designers conceptualize and evaluate ideas before turning them into products ready to be sold by a business to its customers. This free online course introduces the principles and concepts of product design. You will learn about heuristic problem-solving, the usefulness of design models, taking the design from concept to prototype, and understanding the product design specification. The free course also looks at case studies in design and innovation. It will be of great interest to design and business professionals who would like to learn more about product design and its role in business development, and to learners who are interested in how products are designed. As new technologies emerge th..



### Introduction to Banking:

93% quiz score

ALISONâ€™S free course - Introduction to Banking - will prove useful to business and finance professionals, as well as anyone who would like to learn more about banking and how the global financial system operates. Most large banks are now global in nature, with offices in all key financial centres, from New York to London to Hong Kong, and have the power to influence the economies of countries around the world no matter how large, as seen during the recent financial crisis. This course reviews the banking system, basic banking practices, and explains - at an introductory level - how international banking works as well as examining topics such as fractional reserve banking, reserve ratios, treasuries, leveraging, the Fed funds rates, and t..



### Introduction to Cash Accounting:

100% quiz score

Cash accounting is a very important basic accounting concept and anybody who works with accounts should have a thorough knowledge and understanding of it. Cash accounting is a method of managing revenue and expenditure to track outgoings and incomings to a business or organisation - receipts are recorded during the period they are received, and the expenses in the period in which they are actually paid. In this free online accounting course, you will be introduced to the practises and procedures of how cash accounting is done with income statements, cash flow statements and balance sheets. You will also learn how balance sheets have a relationship with the income statement that reflects actual revenue earned in a period of time. This accou..



### Introduction to Balance Sheets:

100% quiz score

The balance sheet is a basic accounting concept used to calculate how much cash, assets and liabilities are in our accounts at the end of the day. Knowing how to work through a basic balance sheet is an essential skill that everybody should know how to do and balance sheets are an excellent way to put your personal finances into perspective on paper. In this free online course the basics of balance sheets are discussed with particular regards to the case study of buying a house versus renting a house, and topics such as assets, liabilities, equity and marking to market are reviewed. This free online course will be of interest to the average lay person wishing to learn about balance sheets and how they can use balance sheets to organise the..



Director

## Learning Record



### Financial Funds:

92% quiz score

Financial funds are a very important topic to understand in the area of financial economics. The terms hedge funds, open ended funds and mutual funds are often mentioned in the business and financial media and during interviews with traders, investors and fund managers. But what are hedge funds, open ended funds and mutual funds all about? This free online financial funds course will explain in clear and precise terms what is involved in the main financial funds. You will learn that hedge funds are typically open ended funds invested in a diverse range of assets. Open and close ended funds are straight forward in that one is open to shareholders buying and selling their shares whereas the other is closed and once you buy in you cannot leave..



### Currency Exchange:

80% quiz score

When most people think about currency exchange, we are usually thinking about buying foreign currency to bring with us on vacation. However, currency exchange involves much more such as treasuries, bonds, imports and exports, trade imbalances, and the borrowing costs of a country. This free online course about currency exchange gives us a key insight into the financing behind a country's growth and development, and answers questions such as how is the money raised to build a country's infrastructure. The course discusses how currency is valued, devalued, and how countries trade and lend money to each other. It also discusses the knock-on effects of lack of demand for treasury bonds to a country and the costs thereafter. This course will be..



### Introduction to Arabic:

100% quiz score

Standard Arabic is the first language of hundreds of millions of people in 26 countries across the Middle East and North Africa. The Arabic language has a great history and heritage in the fields of literature, theology and science. In this free online course you will be introduced to the Arabic language and you will gain a clear knowledge and understanding of important facets of the language such as the Arabic alphabet, pronunciation of Arabic words, the use of verbs and nouns, and how to read and write simple sentences in Arabic. You will also be introduced to basic vocabulary such as days of the week, numbers and colours, which will give you confidence to continue building your knowledge of Arabic vocabulary. This free Arabic language c..



### British Council Online English Suite - Intermediate 1:

100% quiz score

Practice and improve your understanding of English with this free online English language course brought to you on ALISON by the British Council. This interactive learning experience uses native English speakers to improve your understanding and fluency. On completion of this course you will understand how to greet people in English, change money in a bank, take a ride in a taxi. After completing this interactive course you will develop a good understanding of English grammar.



### BC Online English Suite - Intermediate 2 (UNIT 4):

100% quiz score

This free online English language course is ideal for students looking to develop their English vocabulary and language skills. This section covers the area of communications via telephone, fax and e-mail. Learn how to communicate effectively through various media with this online course. This section of the course also deals with transitive and intransitive verbs and their use in everyday English.



### English for Tourism - Restaurant Service:

80% quiz score

English is the main language of international communication and is essential for people working in the tourist industry. This course details the English necessary for working in restaurants in tourist areas or hotels. The first section explains how to take customer orders including asking and answering questions and recommending dishes. The second section details how to describe dishes and also defines the French terms used in restaurant English. The final section provides key English expressions for every stage of restaurant service. This free online course is ideal for tourism and restaurant workers who wish to advance to an intermediate level of English with a focus on the travel and hospitality industries. It will also be of interest t..



*Michael James Jordan*  
 Director

## Learning Record



### BC Online English Suite - Intermediate 2 (UNIT 1):

100% quiz score

This practical free online course is another addition to our Intermediate English courses. It helps learners improve their fluency and understanding of English by focusing on native speakers and real-life situations. This section covers Tourism and the language skills required to enjoy your travels such as ordering meals, visiting tourist sites and making complaints.



### English for Tourism - Tourist Information and Guided Tours:

80% quiz score

English is the main language of international communication and is essential for people working in the tourism industry. This free online course introduces the key vocabulary and skills needed to speak English with tourists. This course details the English necessary for working in tourist information offices including how to provide directions, understand guidebooks and write press releases. The English needed for conducting guided tours is also defined. These sections detail how to explain a tour itinerary, how to politely book a tour for a customer and how to conduct a tour commentary in English. This free online course will be of great interest to non-English speakers who would like a career in the tourism industry, and who now wish to ..



### Introduction to Teaching English as a Second Language:

80% quiz score

English is the international language of business and opens up many opportunities to non-native speakers. Teaching English as a Second Language (TESL) instructors provide a valuable service to immigrants in English-speaking countries. This free online course introduces the essential learning theories and practices needed to be a TESL instructor. The course details the needs of adult ESL learners, the learning styles of students, and how to facilitate intercultural communication in the classroom. Following this, it describes the activities and exercises that increase student comprehension of the English language. Finally it explains how to prepare for and conduct a lesson including creating a lesson plan, classroom management, and conductin..



### Introduction to English Grammar - Tenses and Sentence Structure:

88% quiz score

This free online English grammar course teaches you about English grammar, tenses and sentence structure, giving you effective communication with other people in the English language. You will learn examples of Past, Present and Future tenses, the common mistakes made when using these tenses, and their correct usage. You will also learn the word order of a sentence structure and how to turn a sentence into a negative or a question. This will be of great interest to all English language students, language teachers, and anyone looking to improve their use of the English language. This course is complemented by a number of free English language courses hosted for free on ALISON.



### BC Online English Suite - Pre-Intermediate 1 (UNIT 6):

100% quiz score

Increase your knowledge and understanding of the English language with this free interactive online course. This course focuses on the tenses and verb functions. User friendly interactive course content helps to deliver an excellent online English course for students looking to increase their written and spoken English language skills.



### Introduction to English Grammar - Vocabulary, Pronunciation and Listening:

100% quiz score

Many non-native English speakers find when they study the English language that there is quite a leap from basic informal conversational English to more formal business-like English. The use of colloquial expressions by native English speakers can also be quite confusing to the non-native speaker. In this free online course you will study comparisons between informal and formal uses of greetings, introductions, offers, expressions of gratitude and apologies. You will learn how to recognise the differences between these so that you will be able to decipher what exactly is being communicated. You will practise examples to further increase your knowledge and understanding of the English language. This free English Grammar course will be of gr..



*Michael James Jordan*  
 Director

## Learning Record



### Business English Test (LT-E):

24% quiz score

English is the global language of business worldwide and is a key business skill. Proving your knowledge and fluency in English can help you get a job or achieve a promotion. The Scales LT-E test measures your command of business English. Once you know your standard, you can take steps to improve your business English vocabulary, comprehension and fluency. Whether you are trying to learn English for your own career prospects, or teach it as a foreign language (EFL, ESOL), this business English test is a very useful tool. Next time you are applying for that new job or promotion, why not attach your ALISON Business English Test Certification with your Resume or CV.



### E-Commerce Web Strategy:

90% quiz score

With the growing popularity of e-commerce in today's world, organizations must learn strategies to attract and retain online customers to their webpage. They must also tailor their websites to adapt to their customer's needs. This free online course introduces the learner to various strategies used by firms and organizations to attract and retain customers to their e-commerce, the different types of attractors and attractiveness factors associated with attractors. This course will be of great interest to business professionals, as well as any learner wanting to expand their knowledge and understanding of effective web strategies with e-commerce.



### BC Online English Suite - Intermediate 1 (UNIT 1):

100% quiz score

This free online English course, brought to you on ALISON by the British Council, is a great way to develop your language skills. This section covers meeting people, describing yourself, describing people's characters and making suggestions. Using highly interactive content, ALISON can help to improve your English language skills.



### BC Online English Suite - Intermediate 1 (UNIT 2):

100% quiz score

This free and interactive online English course brought to you by the British Council is ideal for those looking to improve their language skills. This course uses everyday situations such as shopping at department stores to deliver its lessons. Learn new skills and improve your written and spoken English with this interactive online course.



### BC Online English Suite - Intermediate 1 (UNIT 3):

100% quiz score

Learn to develop your understanding and knowledge of the English language with this free online English course. This course provides the basis for students to enhance their language skills via interactive multimedia lessons. This course is based on travel and the different situations people find themselves in at an airport.



### BC Online English Suite - Intermediate 1 (UNIT 4):

100% quiz score

ALISON provide free interactive online courses. This free online English course is perfect for those students looking to enhance their basic English skills. In this section students will learn useful vocabulary for banking, shopping and changing money when travelling. Students undertake sample tests at the end of each interactive lesson.



Director

## Learning Record



### BC Online English Suite - Intermediate 1 (UNIT 5):

100% quiz score

This British Council free online English course is suitable for students wishing to develop their understanding of English. This free online interactive course covers the topic of Tourism, including tourist information, looking for directions and taking a ride in a taxi. All the lessons provide relevant and realistic experiences for learners to develop their language skills.



### BC Online English Suite - Intermediate 1 (UNIT 6):

100% quiz score

This is another addition to our Intermediate English curriculum provided by the British Council. This free online English course caters for those looking to learn and revise the basics of the English language. This section covers verbs, tenses, structures and functions of the English language. Learn online for free with this highly interactive English course.



### BC Online English Suite - Intermediate 2 (UNIT 2):

100% quiz score

This free online English course is the latest installment in the series, providing a practical base for those wishing to learn English. This section focuses on emergencies, illnesses, health and travel. This highly interactive online content uses everyday examples to enhance the learners level of English and increase the learners fluency.



### BC Online English Suite - Intermediate 2 (UNIT 3):

100% quiz score

This free online English language course is ideal for those looking to expand their vocabulary and understand more of the language. This section covers hotels, reservations, checking in and complaints. Learn how to reserve a hotel room using this interactive course. Through everyday examples in this interactive course the learners will understand the use of adjectives and quantifiers in English.



### BC Online English Suite - Intermediate 2 (UNIT 5):

100% quiz score

This free online English course is ideal for those looking to develop their language skills. This interactive course covers the topic of food; ranging from ingredients, to cooking various types of meats and fish to selecting restaurants and eating out. Get to know your way around a kitchen while enhancing your English skills. It is an ideal study aid for those looking to improve their language skills.



### BC Online English Suite - Intermediate 2 (UNIT 6):

100% quiz score

This free online English course is ideal for those looking to enhance their English language skills. This interactive online course covers English Grammar and the use of Tenses. The past simple and continuous and the present perfect are easily explained in this interactive lesson. This lesson allows learners to fully understand different uses of the past tense.



Director

## Learning Record



### BC Online English Suite - Pre-Intermediate 1 (UNIT 1):

100% quiz score

This free online English language course is ideal for those wishing to enhance their basic language skills. This unit focuses on various communication methods such as face to face, e-mail and letters. Introducing family members and describing holiday destinations provide the setting for learning about pronouns and alphabet sounds.



### BC Online English Suite - Pre-Intermediate 1 (UNIT 3):

100% quiz score

This free online English language course is highly interactive and easy to use for those looking to develop their English skills. Develop new grammar and vocabulary skills online with this interactive course. This course will help learners enhance their spoken and written English. This unit discusses topics such as work and jobs while explaining workplace vocabulary.



### BC Online English Suite - Pre-Intermediate 1 (UNIT 4):

100% quiz score

This free interactive online English course is ideal for students looking to enhance their English language skills. This online English course brought to you by ALISON will assist your learning and understanding of the language. This unit covers topics such as history and famous people from the past. This interactive module also includes questions about the past tense and irregular verbs.



### BC Online English Suite - Pre-Intermediate 1 (UNIT 5):

100% quiz score

This highly interactive free online English course is designed to increase your English language skills. This unit helps learners describe cities and towns and provides the vocabulary required for giving and taking direction. Upon completion of this module you will have a clear understanding of vocabulary for giving and taking directions in English.



### British Council Online English Suite - Upper-Intermediate 1:

100% quiz score

This free online English course by the British Council is ideal for those proficient in English looking to improve their skills even further. It uses native speakers to help you improve your understanding and fluency and builds on previous British Council OE courses. The course shows learners how to discuss and write about distance learning, festivals, the media and a variety of sports and sports injuries.



### BC Online English Suite - Pre-Intermediate 2 (UNIT 1):

100% quiz score

This free online course is for those who wish to enhance their basic English language skills. This course will cover the Present perfect, Present perfect with "ever", Present perfect with "yet", and Pronouns. This user friendly interactive course allows the learner to actively participate in the lesson and receive immediate feedback while improving their language skills.



Director

## Learning Record



### BC Online English Suite - Pre-Intermediate 2 (UNIT 3):

100% quiz score

This free online English course is for learners with a basic standard of English. Through its easy to use format this course will define and explain Comparatives and Superlatives in the English language. The interactive nature of the course allows learners to fully engage with the material and develop upon their existing knowledge of the language.



### BC Online English Suite - Pre-Intermediate 2 (UNIT 4):

100% quiz score

This free online English course is for those with a basic understanding of English. This course comprises a series of interactive lessons that allow the learner to fully understand the First Conditional (talking about future events that are likely to happen). This course enables learners to develop specific language skills through discussion topics such as technology, transport, home and the classroom.



### BC Online English Suite - Pre-Intermediate 2 (UNIT 5):

100% quiz score

This free online English course is ideal for learners with a basic level of English. This course includes everyday examples of discussion topics in English including news, email, interview vocabulary and recent actions and events. The interactive lessons allow the learner to explore the tenses and structures within the English language.



### BC Online English Suite - Pre-Intermediate 2 (UNIT 6):

100% quiz score

This free online English course is designed for those with a basic level of English. It will allow the learner to develop new language skills. This course focuses on English grammar delivered through interactive lessons. Past and present tenses as well as comparatives and superlatives are thoroughly explained in this lesson.



### BC Online English Suite - Upper-Intermediate 1 (UNIT 1):

100% quiz score

An excellent free online course for students with a sound knowledge of English looking to enhance their skills and understanding. This interactive online course discusses distance learning, writing formal letters and computing in an easy to understand format, ideal for the online learner. Learn about new topics and use the revision section at the end of each lesson.



### BC Online English Suite - Upper-Intermediate 1 (UNIT 2):

100% quiz score

This course is the latest offering from our Upper-Intermediate range. This free interactive online English course takes a look at Festivals around the world. As with all our courses there is a brief revision section at the end. Letter writing is also featured in this lesson aimed at those wishing to advance their understanding and use of English.



Director

## Learning Record



### BC Online English Suite - Upper-Intermediate 1 (UNIT 3):

100% quiz score

This is the 3rd installment of our Upper-Intermediate range of online English courses. These courses provided by the British Council are ideal for those proficient in English and looking to enhance their written and spoken English. This course focuses on the media and the written press. Enhance your vocabulary and understanding of English with this interactive course.



### BC Online English Suite - Upper-Intermediate 1 (UNIT 4):

100% quiz score

This free online interactive English course created by The British Council and provided by ALISON is ideal for students with a good knowledge of English looking to expand their vocabulary and understanding of English. Crime and criminal activities are the topics covered in this section, allowing learners to understand vocabulary used in everyday English. Revise what you have studied at the end of the course with our quick tests.



### BC Online English Suite - Upper-Intermediate 1 (UNIT 5):

100% quiz score

This interactive online course brought to you by ALISON discusses sports, health and fitness issues. This lesson will allow learners to practice writing letters and speak about sports injuries as you learn new and more expansive vocabulary. This free online interactive English course allows learners to actively engage with the topics in order to increase their learning and understanding of English.



### BC Online English Suite - Upper-Intermediate 1 (UNIT 6):

100% quiz score

This is the 6th installment of our Upper-Intermediate 1 English course. This fully online interactive course provided by ALISON and created by the British Council is ideal for learners wishing to improve their spoken and written English. This course covers grammar, tenses, verbs, functions and structures with a brief test at the end of the module.



### BC Online English Suite - Upper-Intermediate 2 (UNIT 1):

100% quiz score

This is the latest in our British Council suite of online English courses. This course is suitable for those proficient in English and looking to hone their language skills. In this free online English course we look at the world of work, job hunting, interviews and applications. The vocabulary required to gain employment is outlined clearly in this interactive course.



### BC Online English Suite - Upper-Intermediate 2 (UNIT 2):

100% quiz score

This is the latest online English course supplied on ALISON and provided by the British Council for those looking to enhance their understanding and command of the English language. This section covers the world of adventures and exploration. Holiday destinations and explorations provide the setting to learning new and expansive vocabulary.



Director



## Learning Record



### BC Online English Suite - Upper-Intermediate 2 (UNIT 3):

100% quiz score

This is an ideal online English course for students looking to enhance their vocabulary and their overall language skills. This free interactive online course covers topics such as finding accommodation and dealing with money troubles. Suitable examples are used to help the students understand and develop their language skills.



### BC Online English Suite - Upper-Intermediate 2 (UNIT 4):

100% quiz score

This free online interactive English course caters for those wishing to develop upon their existing English skills. In order to enhance your understanding of written and spoken English we have developed these highly interactive lessons. This course looks at unexplained and unusual occurrences such as ghosts and illnesses, providing examples of the grammar and vocabulary required to discuss such events.



### BC Online English Suite - Upper-Intermediate 2 (UNIT 5):

100% quiz score

This highly interactive English course brought to you free on ALISON is provided by the British Council. It is suitable for those students proficient in English who wish to increase their knowledge and understanding of the English language. This course is based on the film and theatre industry covering film reviews, descriptions and the Noh Theatre.



### BC Online English Suite - Upper-Intermediate 2 (UNIT 6):

100% quiz score

This is the last installment of our Upper-Intermediate 2 English language course. This course provided by the British Council on ALISON is an advancement on the previous English language courses provided. This free interactive online English course will enhance your understanding and fluency of the language. This section provides interactive content on verbs, tenses, future forms and structures within the English language.



### Introduction to E-Commerce:

80% quiz score

Major advances in technology have seen e-commerce becoming extremely viable for business and also very convenient for consumers. Various topologies and security plans allow producers and consumers to sell and purchase with ease. This free online course introduces the learner to various topologies used within e-commerce, the infrastructure required and security needed to make e-commerce possible. This free online course will be of great interest to business professionals, as well as any learner wanting to expand their knowledge and understanding of e-commerce.



### British Council Online English Suite - FCE Exam Skills:

100% quiz score

Take this free online language course to prepare for the First Certificate Exam (FCE) in English. This course covers the exam skills required to pass the FCE. The FCE is divided into five sections: Reading, Writing, Use of English, Listening, and Speaking. In this course, each section is covered twice.



Director

## Learning Record



### British Council Online English Suite - Intermediate 2:

100% quiz score

This practical free online course is the second installment in our Intermediate English courses. It helps learners improve their fluency and understanding of English by focusing on native speakers and real-life situations. After completing these interactive tutorials you will be able to speak about London's landmarks, report a crime, check into a hotel, order a meal in a restaurant and write a letter of complaint.



### British Council Online English Suite - Pre-Intermediate 1:

100% quiz score

Improve your fluency and confidence in understanding and writing English with this interactive multimedia course. Part 1 of the Pre-Intermediate English course introduces vocabulary related to talking about yourself, your job and your hobbies. This course lets you practice giving advice and directions while helping to increase your understanding of the past and present tenses.



### British Council Online English Suite - Pre-Intermediate 2:

100% quiz score

This free online English suite of courses is designed for those with a basic grasp of the English language. This basic English language course is ideal for those looking to develop a better understanding of the language. This course comprises of a series of interactive activities that focus on travel, entertainment, shopping and technology. Completing the assignments will lead to enhanced understanding and fluency.



### British Council Online English Suite - Upper-Intermediate 2:

100% quiz score

This free English-language online course is brought to you on ALISON by the British Council. It helps improve your understanding and fluency with the use of native speakers and interaction. This course is aimed at Upper-Intermediate learners; it builds on previous British Council OE courses. The course teaches the learner how to apply for a job, describe a holiday, find accommodation and speak about the theatre and ghosts!



### Google Applications for Business:

93% quiz score

Google enterprise products make businesses and their users more productive by combining the ease of use of Google's consumer products with the features, security and support that a company or organization requires. This course will outline four features of Google's enterprise products that are aimed at reducing costs and improving employee efficiency and productivity; Google Analytics, Google AdSense, Google Apps and Google Docs. Google Analytics gives you access to an abundance of data. You can see where your visitors are coming from, what content is popular and are your goals being converted. Google AdSense is a program run by Google that allows publishers of websites to serve automatic text, image, video, and rich media adverts that ar..



### Psychology: Memory and Cognition:

95% quiz score



Director

## Learning Record



### Developing Business Ideas The Google Way:

90% quiz score

Marissa Mayer has led product management efforts at Google as Google's Vice President of Search Products & User Experience products. Her responsibilities cover such products as Google Search, Gmail, Google Chrome and Google Labs. She believes that ideas for new products can come from every employee and department within an organisation, and also from end users of the product or service. In this free online course, Marissa explains how Google's open culture and flat management of the organisation encourages creativity and brilliant ideas. She explains how Google sets aside 20 per cent of each employee's time for creative projects and how this has proved to be a massive success. You will learn that Google do not make their product de..



### Basic French Language Skills For Everyday Life:

100% quiz score

French is spoken by tens of millions of people in many countries around the world and is a very popular second language to learn. This free online course is a series of engaging video lessons for beginners that introduces the learner to various aspects of the French language including basic vocabulary and grammar. By studying this course you will quickly pick up conversational French that will help you deal with everyday situations you may find yourself in when you visit a French speaking country. This course will be of great interest to all learners who want to start learning the French language.



### Web Applications for Learning English:

80% quiz score

English is the most popular language to learn as a second language, as it is used extensively in international business, media and Web communications. This free online course from ALISON introduces Web resources that can be used as part of your learning process when studying the English language. The course reviews free Web applications that contain a wealth of English language resources and materials that are ideal for students learning English as a second language.



### Developing a Business Model for a Digital Media Company:

100% quiz score

Developing a successful business model is something that takes skill and considerable business acumen and cannot be achieved overnight. Entrepreneurs have to take into account resources, onsite expertise, and importantly, drive and diligence of both management and employees. In this free online business course, you will get an insight into the business model used in SlideShare, a digital media company based in Silicon Valley. Jonathan Boutelle and Rashmi Sinha from SlideShare discuss the learning curve that was needed in order for them to implement their strategies and achieve their goals so that their business model became a success. They also discuss how they managed the business growth process as well as the execution of their tasks. Yo..



### Introduction to Valuation and Investing:

100% quiz score

Many people would like to know how to go about valuing stocks and shares and investing in the stock market but the terminology and concepts can be confusing and intimidating. This free online course is an introduction to valuation and investing and aims to take the fear-factor out of stocks and shares by explaining the concepts behind valuing and investing in a clear and simple manner. The course covers concepts such as Income Statements, Return On Assets (ROA), Return On Equity (ROE), Price-to-Earnings ratio, depreciation, amortization and many others. This course will be of great interest to business and finance professionals who would like to learn more about, or refresh their knowledge of, valuing and investing in stocks and shares, an..

## Work in Progress



*Michael James Jordan*  
 Director

## Learning Record



### Diploma in Web Business Development and Marketing: 31.21%

Having a business presence on the Internet has become a necessity in today's world. This free online diploma course from ALISON will guide learners through the initial steps of setting up an online business, from choosing a web hosting account for your site through registering your domain name. The course will then explore some of the essential tools in building your site, including HTML, Cascading Style Sheets (CSS), and Adobe Dreamweaver. Also covered are affiliate and e-mail marketing, as well as the use of social media such as Facebook to help build your business. The Diploma in Web Business Development and Marketing is ideal for anyone who always wanted to set up a Web business but felt they lacked the skills, or for those with a de..



### Aggregate Supply and Demand: 88.89%

Aggregate supply and demand are key concepts in macroeconomics as they help economists interpret events in the past to help predict the future. The aggregate supply curve model demonstrates the relationship between the overall price level of a country and the quantity of goods and services produced by the suppliers of that country, whereas the aggregate demand curve model demonstrates the quantity of goods and services produced domestically that consumers, businesses, the government and foreigners are willing to purchase during a particular period of time. This free online economics course first introduces the learner to the business cycle to show that the local economy is constantly expanding and contracting in response to changes in the ..



### Diploma in Basic English Grammar: 5.17%

Proper grammar is essential to communicating well in English. This free online diploma course introduces the fundamental aspects of English grammar and explains how they should be applied in written and spoken English. The first section of this course explains the role of grammar in English. Following this, the importance of punctuation is described. The course also explains the different parts of speech and the role they play in English sentences. Finally, the course introduces all of the tenses used in the English language. The tenses are explained in videos which include multiple sample sentences. This free online course is ideal English language students who wish to complement their vocabulary and phrases with a greater understanding of ..



### BC Online English Suite - Pre-Intermediate 1 (UNIT 2): 96.88%

This free online English course is perfect for students looking to enhance their basic English skills. Improve your fluency and understanding of spoken and written English with this interactive online course brought to you by ALISON. This unit covers the present simple question using examples such as daily routines, health, fitness and lifestyles.



### BC Online English Suite - Pre-Intermediate 2 (UNIT 2): 12.82%

This free online English course is for learners with a basic grasp of the language. Interactive tutorials allow the learner to actively participate in the lesson in order to enhance their English skills. Learn about Entertainment in this interactive online course where learners develop an understanding of the Present Continuous with a vocabulary review at the end of the topic.



### 21 Days to Building a Web Business: 0.00%

21 Steps To Building A Web Business is ALISON's free online course covering the skills and techniques needed to create a successful online business. Chris Farrell, voted Number 1 Internet Marketing Service Provider, describes the process of developing an online business in a non-technical and step-by-step manner. The course is ideal for those who've always wanted to create an online business but lack the skills or knowledge to do so.



*Michael James Farrell*  
 Director



## Introduction to Information Systems:

94.12%

An Information System is a man-made system that facilitates an organization's operational functions and supports management decision making by providing information that managers can use to plan and control the activities of the firm. This free online course in Information Systems enables the learner to explore the system's components, explain elements in the study of Information Systems, identify what a business process is and explain the features of quality information. The course will be of interest to business professionals who would like to gain a basic knowledge and understanding of Information Systems.



## Accounting – Merchandising Transactions:

87.50%

This free online course looks at the way in which the buying and selling of goods is accounted for in the merchandising sector as opposed to the manufacturing sector. As the inventory is the focus of such businesses, managing the accounts and finance related to purchasing, trade and chain discount, transport costs and invoice terms is critical as they are the major contributors to the gross profit. Students will also learn about the differences between perpetual and periodic inventory processes, both from a physical and accounting perspective. The learner will be walked through the process of calculating the cost of paying for goods as per the invoice terms, using borrowed monies, versus the cost of paying for them on the invoice due date...



## Accounting Theory:

88.89%

This course, the fifth in the series, introduces the body of theory underlying accounting procedures. It puts the core practices and principles, covered in the previous courses, into a framework of theoretical concepts. This free online course will give learners an understanding of the theory behind the accounting process and will help learners make decisions in diverse accounting situations as it provides a logical framework for accounting practice. This free online accounting course will be of great interest to entrepreneurs and business professionals who would like to get an understanding of the theory behind the accounting practices that we use day today, and to any learner who is interested in accounting as a future career.



## Accounting - Measuring and Reporting Inventory:

88.89%

Merchandising retailers and wholesalers use inventory costs to calculate the cost of goods sold as these are a major expense affecting net income and the balance sheet. In this free online accounting course learners are brought step-by-step through this process from the physical counting of goods, to the inclusion of costs such as transport or insurance, to the calculation on the value of the goods thereby connecting the cost of goods through to retained earnings and the balance sheet. The different methods of apportioning costs to a stock item, such as FIFO and LIFO, are discussed and topics such as net realization or gross margin are explained and explored. The importance of having accurate inventory figures and the serious consequences ..



## Completing the Accounting Cycle:

88.89%

This is a continuation of our series of accounting courses that will greatly increase your knowledge and understanding of the theory of accounting and accounting practices. This free online accounting course explains the processes used to close your accounts at the end of an accounting period, from creating a worksheet that facilitates the generation of the Income Statement and Retained Earnings statement to the generation of the Balance sheet. You will also be shown how a Classified Balance sheet is broken down into current and long-term assets and liabilities. The important Current Ratio figure is calculated and explained in context. You will also learn a little about the history of accounting systems and the impact of computerization on..



## Adjustments for Financial Reporting :

88.89%

Financial reports are used to see how a business is performing and therefore they should accurately reflect how the business performed during the period under review. The matching principle or accruals basis of an accounting system records more accurately the true revenues earned and costs paid for the period in question. The cost of rent and capital purchases are spread over the life of the purchase rather than distorting the accounts in the period the purchase was made. Likewise wages owing or interest payable is spread pulled into the period where they were used rather than when they were paid. In this free online accounting course students will learn how to determine if an account needs adjustment entries due to the matching principle ..



*Michael James Jordan*  
 Director



## How Commercial Banking Helps Technology Companies:

85.71%

Silicon Valley, just outside San Francisco in the US, is known world-wide to inventors, entrepreneurs and investment bankers looking to make money on their technological products and investment services, and as a result has its own Silicon Valley commercial bank located there. In this free online course Ken Wilcox, CEO of Silicon Valley commercial bank, discusses how he took on the company and overturned its previous mistakes to make it the success it is today. In this course he discusses key values adhered to like maintaining and nurturing culture and strategy, and investing in key people such as accountants, payroll staff and lawyers. We learn how a commercial bank works and also how it can fail. He then reviews how commercial banking ca..



## Documenting Business Processes and Information Systems:

92.31%

A business process can be visualized with a flowchart as a sequence of activities with interleaving decision points or with a data flow diagram as a sequence of the system's components. This free online course in Documenting Business Processes and Information Systems enables the learner to develop skills in reading and producing business logic and data work flow diagrams. The student will learn about the sources, destinations and storage of data, and also how data flows among the components of a flowchart or diagram. The course will be of interest to business professionals who would like to gain a basic knowledge and understanding of documenting business processes, data work flow diagrams and entity-relationship data models.



## Business Intelligence and Knowledge Management Systems:

93.33%

Business Intelligence is a set of theories and methodologies that handle large amounts of data and information and assists managers with decision-making. Knowledge management is the process of capturing, storing, retrieving and distributing the knowledge of the individuals in a business for use by others in the business to improve the quality and/or efficiency of decision making across the firm. This free online course in Business Intelligence and Knowledge Management Systems enables the learner to study information tools used to assist decision-makers and describe the process known as decision-making including the three steps involved. The course will be of interest to business professionals who would like to gain a basic knowledge and un..



## Creating Business Start-Ups The Kawasaki Way:

94.12%

Guy Kawasaki is best known as a "chief evangelist" of Apple. In this free online course he gives important lessons about entrepreneurship. He explains why he thinks that the most successful companies will be those that aim to create a positive change in society. He explains how to make meaning in your company so that you can make a difference. You will learn about mantras, getting going, defining a business model and creating a niche for your company. He also recommends that you hire "infected" people, people who love the product or service. You will also learn about lowering barriers to adoption, approaching sales and how to become a "emensch". He discusses how to find evangelists and soul mates and what is the career path to beco..



## Fundamentals of Systems Design and Implementation:

95.45%

Systems design is a set of procedures performed to convert the logical specification into a design that can be implemented on the organization's computer system. Systems implementation is a set of procedures performed to complete the design contained in the approved systems design document and to test, install, and begin to use the new or revised Information System. This free online course in Systems Design and Implementation enables the learner to study the fundamental process of systems design and implementation and the intermediate steps involved. The course will be of interest to business professionals who would like to gain a basic knowledge and understanding of the fundamentals of systems design and implementation.



## Introducing the Five Archetypes of Organizational Culture:

90.00%

In today's difficult economic times businesses and organizations are busy trying to just carve a niche for themselves in the market place. Many business leaders and managers lack the time, finance or motivation to consider developing and maintaining a work place culture. In this free online course Andy Freire, co-founder and CEO of Axialent, discusses the five archetypes of culture within an organization and why they are important to develop and grow in any business or organization. These five cultural archetypes are: Customer-focused culture; One-team culture; Innovation culture; Achievement culture; and People-first culture. He explains that it's not possible to implement all five at the same time but any business leader or manager c..



*Michael James Freire*  
 Director

## Learning Record



### Introduction to Instructional Systems Design:

96.67%

Instructional Systems Design is the process of designing and developing instructional courses or materials that bring greater efficiency and effectiveness to acquiring knowledge or skills for learners. This free online course in Instructional Systems Design reviews important aspects such as learning theories and learning objectives and how they influence the design process. It also reviews the role of memory, needs analysis, and design models such as ADDIE (Analysis, Design, Development, Implementation, and Evaluation). Robert Gagne's Nine Events of Instruction are also discussed with examples of their application and use. Finally, learning technologies and how they are used to deliver training are reviewed, as well as techniques for measu..



### Introduction to Manufacturing Processes:

97.78%

Manufacturing industries are a vital component of all modern economies and all of them require employees who are skilled - in and knowledgeable about - manufacturing processes. This Introduction to Manufacturing Processes will give you a detailed understanding of processes such as casting, forming, cutting and joining. It will review aspects of surface and optical materials engineering as well as examine a number of case studies related to these processes. The course is ideal for employees in manufacturing industries or business, professionals who want to learn more about this type of work, and anyone who might be seeking a job or career in a manufacturing industry.



### Introduction to Marketing:

95.24%

Marketing is a crucial function in any business or organisation, and is increasingly important in the modern globalized economy. This free online course will introduce learners to marketing strategies and tools that are used extensively in the marketing industry. You will learn about the ambiguous nature of marketing and its different meanings for different businesses. You will also discover the characterizations of marketing that are common to all businesses, despite their differences. This course will teach you about the different approaches that affect marketing campaigns used in different types of businesses. This course will be of great interest to marketing and business professionals who wish to refresh the basics of marketing and to..



### Introduction to the Development of the Tourism Industry:

90.91%

The tourist industry is one of the most important in the world, worth up to one trillion dollars annually. This free online course explains how travel and tourist activities from past times led to the creation of the modern tourist industry. The course describes how tourism developed up to the present day and how advancements in transportation and accommodation in the recent past have helped to create the contemporary tourist industry. The course also describes the practical considerations of tourism and how tourism can be marketed effectively. This course will be of great interest to owners of a tourism focused business and people working in the tourist industry, and who would like to learn how the modern day tourist industry developed. I..



### Knowing the Difference between an Idea and an Opportunity:

90.00%

Building a successful business demands lots of qualities in an entrepreneur. Examples are the skill to see and recognise where improvements can be made, and knowing when help is needed to look after certain aspects of a business. In this free online course, Tom Byers, a professor at Stanford University, sets out to distinguish between good and not so good entrepreneurs based on the decisions or principles they adhered to during the initial growth phase of their start-up companies. In particular, he reviews the importance of being able to distinguish between an idea and an opportunity. Entrepreneurs generate many ideas but only some become real opportunities for their business. He discusses how a business can get into a good marketing posit..



### Preparing to Manage - Skills and Practices:

97.73%

Successful business management practices implemented by skilled and knowledgeable managers are vital for the continued success and growth of any business. This free online course introduces you to essential business management skills and practices. The course starts by asking what management is, and reviews managerial characteristics and skills. The course covers topics such as managing external relationships such as with customers and suppliers. It introduces management accounting practices and procedures, best practices for managing and using information systems, how to manage information about business competitors, and best practices for human resources management in terms of selecting, training and appraising employees. This course is ..



*Michael James Jordan*  
 Director

ALISON points

**1100**



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Director