

Case Study - University of Cambridge



UNIVERSITY of CAMBRIDGE ESOL Examinations

When Cambridge ESOL were looking for test preparation material to support their 1.4million IELTS tests each year, Intuto and Vital English were chosen to provide the system and expertise to turn this vision into a reality.

The Customer

Cambridge ESOL, a department of the University of Cambridge, is the developer and an owner of the BULATS and IELTS tests. These tests are a global standard in benchmarking English language proficiency with 1,400,000 tests taken worldwide annually.

The Challenge

Cambridge ESOL identified a need to complement their testing services by offering students test preparation material, both online and in blended format. This was driven by both the desire to offer an end-to-end service to students and in response to a competitor who was developing online resources.

The Journey

Speed to market and cost efficiency was key. Cambridge ESOL was aware of many test preparation materials (courses/tools) already available to complement their tests. With this in mind a world-wide search was undertaken to find the best existing IELTS preparation material that could be integrated into a Cambridge ESOL test preparation course.

E-learning materials from a range of suppliers were considered and Vital English Limited was chosen to develop the official online and blended IELTS and BULATS test preparation courses.

The Solution

In partnership with Cambridge ESOL, Vital English (through Intuto) created 3 IELTS and 2 BULATS courses consisting of 20 modules in total tailored to suit the specific needs of Cambridge ESOL. The courses were created using the existing Vital English IELTS and BULATS test preparation course content and the design is based on other Vital English products, such as Online Self Study (OSS) and Blended Learning Suite (BLS).

Vital English is a New Zealand-based company focused on the development and delivery of high quality English Language materials. All the courses have been written by well-qualified ESOL experts with extensive experience as course developers, classroom teachers and instructional designers.

The Implementation

The success of this partnership has been largely due to:

- World-class English language training materials: OSS, BLS
- Sound project management
- Effective communication: challenging geographical distance and multiple timezones
- Superior systems: courses built in using CATS
- Technical expertise: course development, SCORM, e-commerce.

The Results

These new courses, launched in 2010, are the first and only official IELTS and BULATS test preparation course materials to be released and endorsed by the test developer, Cambridge ESOL. The courses provide students with an in-depth insight into and thorough preparation for these important tests.

Cambridge ESOL now has a full end-to-end offering to support their students which places them in a stronger position in the market.

Further projects are scheduled for development in partnership with Cambridge ESOL during 2010.