



# innovateengageinspire





## innovate

At MC Online, we invest in research and development to **innovate** and deliver solutions through a fun and trusted platform.

## engage

Through our innovations, we **engage** users with high quality interactive content to provide a rich learning experience.

## inspire

With engagement, we **inspire** students and ignite their imagination and creativity, adding depth and breadth to their learning.

The **Marshall Cavendish Online Learning Portal** is a full-fledged Learning Management System that delivers, tracks and manages online learning anytime, anywhere.

The MC Online Learning Portal empowers...



### **STUDENTS** TO

- › acquire knowledge and critical skills
- › work on projects individually or collaboratively
- › learn at their own pace, anytime and anywhere



### **TEACHERS** TO

- › create, share, find and re-use contents
- › customise lessons based on learning styles and abilities
- › capture results and track individual or class progress



### **SCHOOLS** TO

- › support home-based learning requirements
- › manage, monitor and report on online learning
- › handle many other administrative functions

# Digital Curriculum

Through our repository of curriculum-based digital content, MC Online Learning Portal offers ready access to high quality educational resources for both teachers and students.

Utilising content from our sister publisher, Marshall Cavendish Education, and collaborating closely with various partners and schools, we develop engaging digital content that make a difference in teaching and learning.

## Legend



Recording Capability





# Primary English Writing Buddy

Scaffolding and simple  
strategies to improve  
writing skills

**Writing Buddy** introduces the writing process and demonstrates simple strategies to help students excel in writing. Through animated tutorials, language activities, and guided practices, students develop necessary writing skills easily.



## WRITING PROCESS

Learn to write systematically with the following writing process

- Pre-writing
- Writing
- Editing
- Publishing



## TEXT TYPES

Understand the purpose, structure and language features of

- Narratives
- Recounts
- Situational Writing
- Letters ... and more



## WRITING SKILLS

Acquire simple skills to improve your writing with

- Strong introductions
- Good closures
- Use of adverbs and adjectives
- Character description ... and more



## PRACTICES

Step-by-step guidance in increasing levels of difficulty

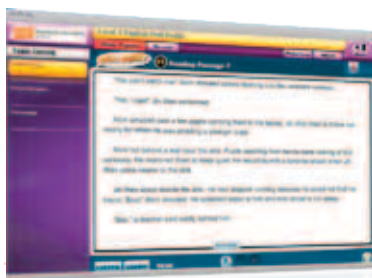
- 4 pictures
- 3 + 1 pictures
- 1 picture
- Situational writing



# Primary English Oral Buddy

Self-directed practices with  
audio recording to build  
confidence

**Oral Buddy** equips students with clear strategies to tackle the three components of English Oral – reading aloud, picture discussion, and conversation. The step-by-step approach, with guided practices, helps students acquire oral skills and confidence.



## READING ALOUD

Listen, practice and playback recordings to improve on

- Pronunciation and articulation
- Rhythm and fluency
- Expressing emotions



## PICTURE DISCUSSION

Learn to express yourself in small, guided steps and gain tips on

- Interpretation and explanation
- Proper use of vocabulary and grammar
- Structuring of responses giving details, analysis, reasons and opinions



## CONVERSATION

Hone your skills in

- Providing personal responses by expressing thoughts using examples, experiences and suggestions
- Conducting and engaging conversation







# Primary English Level 1-6

Comprehensive resources to support mastery of the English language

Different resources are available to help students develop a good grasp of the English language. From grammar practices to learning using videos, these interactive activities make learning English enjoyable and effective.



## GRAMMAR TUTORIAL

English Grammar Tutorial consists of exciting interactive activities on nouns, verbs, articles, adjectives, adverbs, conjunctions, etc, where concepts are explained in a systematic, structured and comprehensive manner.



## GRAMMAR QUIZ

Grammar Quiz addresses all the different components of grammar. Ample questions are set for each component to ensure students are thoroughly assessed.



## PRIMARY GENERAL ENGLISH

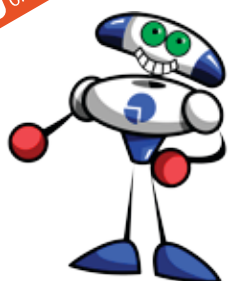
General English emphasises on skills development in areas of reading, writing and listening with a unique approach to learning English and helps students develop core skills.



## ENGLISH TEST BANK

The large repository of test papers equips students with ample practices on aspects previously covered. Students and teachers are able to view results of test taken immediately with the auto-marking feature and scores of all tests are archived to track progress of students.

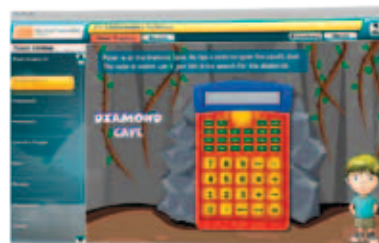




# Primary Mathematics

Acquire fundamental concepts and skills with effective approaches

**Primary Mathematics** learning channel contains resources based on Model Drawing and CPA (Concrete-Pictorial-Abstract) approaches. It emphasises mathematical understanding, helping students develop logical thinking and critical problem-solving skills.



Students are able to demonstrate deeper understanding of complex mathematical concepts, enabling them to become independent learners and enjoying the learning experience.

## TOPIC

MC Online LMS provides a repository of curriculum-based digital content for self-directed learning. Each topic consists of Tutorials, Activities, and Quizzes to explore, reinforce, and assess the student's understanding of the subject.

## QUIZ

Evaluate understanding through formative quizzes

Concrete  
Pictorial  
Abstract

## CONCRETE

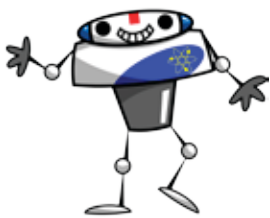
Manipulatives, measuring tools or other objects that students can handle during the lesson.

## PICTORIAL

Drawings, diagrams, charts or graphs that are drawn by or are provided for students to read or interpret.

## ABSTRACT

Symbols such as numbers or letters that students write or interpret to demonstrate understanding.



# Primary Science

Engaging lessons and videos to arouse curiosity and thinking capacities

Primary Science learning channel is packed with rich multimedia lessons to arouse students' curiosity and imagination. Students explore further with highly interactive activities to build their understanding and apply concepts learnt.



## TUTORIAL

Explore concepts at different cognitive levels through lively animations and graphics

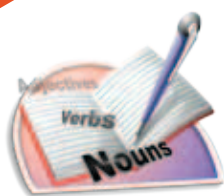
## ACTIVITY

Reinforce learning through interactive multimedia activities

Marshall Cavendish Online Science curriculum adopts the 5 E Learning Cycle Model. This learning cycle improves learning effectiveness through a series of specially designed Science experiment videos, tutorials, activities and quizzes. Teachers are able to upload customized materials and administer discussion threads and projects for extended learning.







# Secondary English Level 1-4

Comprehensive resources to cover all aspects of the English language

Different resources are available to cover all aspects of the English language from reading, writing, listening, and grammar to vocabulary. Additional learning channels cover specific areas such as oral.



## ENGLISH ORAL BUDDY

Oral Buddy equips student with various strategies to help them tackle the three components in English Oral – reading a passage, discussing a picture and conducting a conversation. These strategies dissect what might be a daunting task into something manageable as students follow our step-by-step approach.

## SECONDARY GENERAL ENGLISH

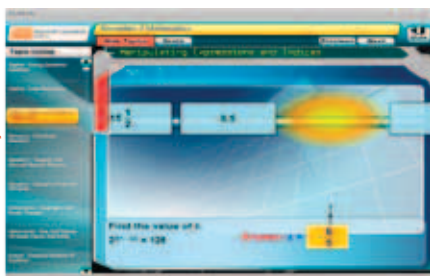
Secondary General English stretches the language skills of students by challenging them with innovative activities and exercises. This channel is based on five language-learning skills that include Reading, Writing, Grammar, Vocabulary and Listening.



# Secondary Mathematics Level 1-3

Acquire fundamental concepts and skills for real world challenges

**Secondary Mathematics** learning channel contains numerous animated tutorials, interactive activities and tests to help students learn new concepts and develop logical thinking and critical problem-solving skills.



## VISUAL MOTIVATION

Tutorials are packed with graphics to make the teaching of a concept explicit. This makes learning easier for students and helps them grasp concepts easily.

## RESOURCE RICH

Activities are specially designed to assess the understanding of students. Challenging questions and captivating visuals make learning more fun and enjoyable.

## REAL LIFE APPLICATION

The skills-oriented approach helps students understand and relate Mathematical concepts to their daily lives.

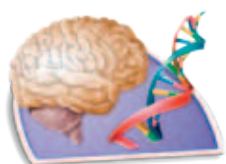




# Secondary Science Level 1-4

Clear explanations with vivid animations and videos make difficult concepts easy

Different resources are available to cover all aspects of the English language from reading, writing, listening, and grammar to vocabulary. Additional learning channels cover specific areas such as oral.



## BIOLOGY

This channel contains topics that are taught in Upper Secondary Biology. They are classified according to the 5 main themes: Cell Biology, Form and Function, Applied Biology, Ecology and Continuity of Life.



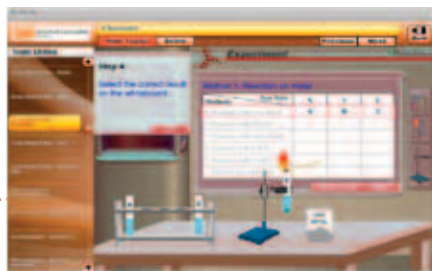
## CHEMISTRY

This channel contains topics that are taught in Upper Secondary Chemistry. The resources are classified according to the 6 main topics: Mole Concept, Acids, Bases & Salts, Electrochemistry, Chemical Reaction, Experimental Chemistry and Organic Chemistry. The concept maps summarise big ideas and help consolidate students' learning.



## PHYSICS

This channel contains topics that are taught in Upper Secondary Physics. The resources are classified according to the 5 themes: General Physics, Thermal Physics, Waves, Electricity & Magnetism and Nuclear Physics.





# Teaching and Learning Tools

By integrating rich multimedia content with intuitive features, MC Online Learning Portal offers a holistic approach towards teaching and learning.



## COLLABORATION

- › Discussion
- › Forum
- › Message Board



## MY TOOLS

- + Survey / Polling
- + Oral Buddy Builder
- + Writing Buddy Builder
- › Lesson Bank
- › Lesson Builder
- › Test Bank
- › Test Builder
- › Game Builder

### ORAL BUDDY BUILDER

Create new Oral Buddy activities easily by uploading pictures, passages, and audio files. Set online assignments where students can practice, record and submit their voice recordings back for grading.

### LESSON / TEST BUILDER

Develop new lesson packages and tests or customise from our repository of existing contents. Assign out as online homework with auto or manual marking and have results automatically captured for progress tracking.



# Administrative Tools

With MC Online Learning Portal, your school is literally at your fingertips. Comprehensive tools let you easily access information about students, classes, tests, and much more.

## SCHOOL ADMIN

- › Reset Student's Password
- › Assignment Report
- › Subject Report
- › Login Report
- › Function Report
- + Test Results
- + Diagnostic Report
- › User Administration
- › Virtual Class
- › Class Administration

### REPORT CENTRE

Choose from a wide range of reports with different parameters. Reports can be exported to spreadsheets and compiled for submission to school's management.

Example reports include

1. Login access over a specified period
2. Assignments with detailed submission status and score
3. Tests' and questions' analysis





# The Singapore Approach

Singapore's education system is recognised globally for providing a sound and well-structured curriculum for students.

The Marshall Cavendish Online has a proven track record in Singapore with more than 60% of the schools in Singapore subscribed to its services. While integrating e-learning in curriculum, instruction and assessments for schools, we continue to invest in research and development in innovative products that improves teaching and learning and delivers academic results.

## Singapore's Recent International Achievements

- Progress in International Reading Literacy Study (**PIRLS**)  
4th - 2006
- Trends in International Maths and Science Study (**TIMSS**)  
Top 3 Since 1995
- Programme for International Student Assessment (**PISA**)  
5th - 2009



# About Marshall Cavendish Online

As Singapore's premier online learning solutions and service provider, Marshall Cavendish Online offers fun and innovative solutions by seamlessly integrating the use of technology in education.

Our online learning platform complements textbook resources, and makes teaching and learning more effective through the use of rich multimedia.

With a strong track record in Singapore, we are now well-placed to expand internationally, having secured new subscribers in Australia, Hong Kong, Jordan, Malaysia, Philippines, South Africa and Thailand.

**More Information and Demo at**  
**[www.mconline.sg](http://www.mconline.sg)**

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**Distributor's Stamp**