

Struggling to find time to complete your CPD requirements?
ACCA now brings e-learning to you, reveals Sara Llewellyn.

CPD e-learning: suite success

■ There's a growing trend amongst ACCA members to use e-learning as a convenient, cost-effective and flexible method to achieve their learning goals.

E-learning can take a number of forms, and ACCA is exploring these as it strengthens its portfolio for members. One of the best aspects of bespoke e-learning is that ACCA has been able to respond to what members want and tailor this type of learning specifically to members' needs.

ACCA has begun using an online multiple choice e-learning format. The first available article and questions now available to members are based around IFRS 2. ACCA has also utilised interactive case studies to aid members with their professional ethics. These case studies encourage individuals to consider their ethical approach and use challenging questions to aid learning.

Typically, what comes to mind when thinking of e-learning is video/audio footage of a speaker combined with screen content. ACCA has used this format to develop its own bespoke suite of e-learning in partnership with three expert e-learning companies – BPP, Mentor and Thomson NETg. Members now have access to more than 150 courses with reduced fees when booking through the *ACCA Realise* website.

why use e-learning?

The concept of studying whenever and wherever you want is attractive to ACCA members, who enjoy the flexibility and freedom it offers. Catherine Hawick, a finance director based in the Shetland Islands, comments: "It is not easy to get away for CPD courses. E-learning fits very well with my work commitments and avoids the need to spend a lot of time travelling to the mainland."

Members are also drawn to the range of e-learning offered by ACCA because of the high standard of the content. Andrew Arthur, a practising member from Swansea, uses ACCA's e-learning because "I know that the suite contains quality-assured products".

learning at your pace

Users of ACCA's partnered e-learning, once familiar with the straightforward ordering process, tend to return to the suite again and again. Bruce Nixon, a manager from the Isle of Man, took three courses during 2005 and comments: "I did enjoy e-learning. The simulated conversations were a more lifelike way of learning compared

to memorising answers. The ability to stop and take a break when required was also a definite bonus."

The range of subjects is also a draw. Catherine Hawick states: "There is a good range of subject areas – I have now taken four courses online and have more booked". Those members that we spoke to had chosen to use e-learning to brush up their business skills in subjects areas including time management, strategic planning, managerial leadership and effective communication.

response to accounting & business multiple choice e-learning

The response to the new *accounting&business* e-learning, consisting of an IFRS article and related multiple choice questions, has been overwhelmingly positive. Almost 2000 members have already taken part and gained three verifiable CPD units. But why is this new method of learning so popular? Lucy Higgs, Assistant Accountant at P&O Ferries, explains: "The questions made me really focus on reading thoroughly and understanding the article". It appears that e-learning encourages a high level of engagement.

Catherine Hawick has the last word on the benefits of ACCA's e-learning suite: "It means that the ACCA can reach all of their members with a consistently high quality learning package that will allow members to maintain a good standard of education throughout their career".

If you would like to explore the options on offer, visit www.accaglobal.com/cpdrealise/learning_opportunities/e_learning/. ACCA bespoke material can be accessed by logging onto *myACCA* at www.accaglobal.com. ■

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