

## E-Learning and foreign languages

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## Reviews

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## **E-LEARNING AND FOREIGN LANGUAGES**



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Diplom.De Feb 2003, 2003. Taschenbuch. Book Condition: Neu. 211x149x12 mm. Neuware - Diploma Thesis from the year 2002 in the subject Computer Science - Miscellaneous, grade: 1,0, University of Applied Sciences Bielefeld (unbekannt), language: English, abstract: Inhaltsangabe:Abstract: Language learning software has been available on the market for a couple of years. So far the most common form of delivering the product is a CD-Rom. The Internet offers not only the possibility to deliver this product in an immaterial way, but also to add new features to it. The goal of the thesis is to find out, which additional features an online offered language learning software must possess, to satisfy the needs of the customer. This task is part of the so called new product development process. It is a very complex process and refers to all departments of a company, even though, for a long time it has been considered to be only the job of the R & D department. But to solve the above mentioned task, the technical component, of new product development is not important. For this piece of work only the point of view of the marketing department is important, as it is their duty to observe the market expectations. Therefore this thesis only covers the first part of new product development, the opportunity identification, and partly the design. Firstly the different environments were studied and secondary data were collected. A main part of the secondary data were delivered by a European Union study from the year 2000. This research was focused on the knowledge and habits of EU inhabitants regarding foreign languages. After the examination of the available secondary data, the required primary data were collected, to find out how the single features satisfy the requirements of the target group. Other secondary data were delivered...

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