

Course Information - Style Guide

Every course must be accompanied by a Headline, a Short Description, a Long Description, and Learning Outcomes. These are essential for attracting learners to take your course. The better your descriptions, the more popular your course.

Headline: 100-120 characters (including spaces).

Quickly describes the core subject matter of the course. Try to include "free online xxx course", for instance "...this free online psychology course" or at least "this free online course".

Short Summary: 415-450 characters (including spaces).

The short summary has two goals. Firstly, it sells how the general subject matter of the course is interesting/useful (for personal or professional development). Secondly, it gives a preview of specific content/topics covered within the course.

Summary: 3 paragraphs, each 60-90 words.

These 3 paragraphs appear together as part of a single field. They are not separate paragraphs appearing in different places. The first two paragraphs describe the content of the course in detail, telling the user **what they will learn**. The third paragraph sells the course again, showing what is interesting and valuable about it. The third paragraph *might* also mention how short the course is. The final sentence of the third paragraph should encourage the user to start the course. A hyperlink to start the course will be added to this text by the Alison team.

Learning Outcomes: 6-12 bullet points, 50 to 120 characters each (including spaces)

The learning outcomes start with the line "By the end of this course, you will be able to:" followed by up to 12 bullet points, 50 to 120 characters each (including spaces). Each bullet point clearly and simply describes a learning outcome covered within the course.

Note:

In each element (Headline, Short Description, Long Description, Learning Outcomes), the language must be simple, clear, and somewhat emotive (not too salesy, but not terribly dull). For example, "Accountants worldwide are highly valued and well-paid professionals" is much better than "Accountancy is the most important and most exciting profession in the world, it is simply amazing" and is also better than "Accountants are important."

Additionally, the more SEO keywords are contained within these elements, the more likely it is that your course will appear high up on Search Engine Results Pages (SERPs). So, we recommend that you keep SEO keywords in mind as you write these descriptions. You can use websites like thehoth.com to identify keywords to boost your course description's SEO value.



Example: For the course titled “**Accounting - Understanding Receivables and Payables**”

Headline:

Learn the essential accounting skills of understanding and handling receivables, payables, and account liabilities.

Short Summary:

Accountants worldwide are highly valued and well-paid professionals who make a big difference to the businesses they work for. If you want to become a successful accountant, you must understand receivables and payables. This quick course will give you a full run-through of these essential concepts, from how to record credit card collections to how to account for borrowed money, so that you can give your accounting career a real boost.

Summary:

This course will show you exactly how to account for and manage receivables and payables. It starts with receivables, first showing you the main techniques for how to calculate a bad debt provision amount based on a company’s history. This will include a step-by-step overview of both the ageing schedule and the allowance method for calculating receivables. You will then be shown how to manage the bad debt amount for the financial reports. This will include a demonstration of how to post a provision and process the realized loss of revenue when it becomes overdue.

Next, we will go over how to account for payables. Here, you will learn how to make provisions for known liabilities, estimate warranty liabilities, and plan for the contingent liabilities that result from legal issues. The course goes on to explain how to raise short-term finance through promissory notes. This will include a clear explanation of the differences between interest-bearing notes and discounted notes, with examples of calculations of the postings for each. Finally, you will gain an understanding of the crucial use of the accounts receivable turnover in accounts receivables ratios, along with the relevance of the liquidity level they represent.

If you’re interested in accounting as a future career, or a business professional seeking to better manage your accounts, then this clear and simple course is the one for you. Receivables and payables are essential tasks of any accounting desk, so learning how to understand and manage them is an absolute must for any aspiring accountant. With this short course, you’ll learn these vital skills in under 3 hours. So, why wait? Start this course today!

Learning Outcomes:

Having studied this course, you will be able to:

- Explain how uncollectible accounts receivable are accounted for under the allowance method
- Describe how credit card sales and collections are recorded
- Define liabilities, current liabilities, and long-term liabilities
- Define and account for clearly determinable, estimated, and contingent liabilities
- Discuss how notes receivable and payable are accounted for and how interest is computed
- Distinguish between an interest-bearing note and a non-interest-bearing note
- Analyse and use the financial results accounts receivable turnover

For examples of how course descriptions on the Alison website, see:

- the description for this course on advertising <https://alison.com/course/introduction-toadvertising>
- this description for a Japanese language course <https://alison.com/course/japanese-languageintroduction-to-japanese-phrases>
- and this description for a software development course <https://alison.com/course/building-a-responsive-user-interface-with-bootstrap>