

CHINA EDUCATION NEWSLETTER

A quarterly newsletter for American educators who are interested in China

April 2013



U.S. CONSULATE GENERAL GUANGZHOU

COMMERCIAL SECTION



Upcoming Events

We Participate in

Jun 22, 2013

Shinyway Study Fair

Guangzhou;

Jun 22, 2013

IDP Study Fair

Guangzhou

Jun 23, 2013

IDP Study Fair

Shenzhen;

Jun 23, 2013

Shinyway Study Fair

Shenzhen

Jun 29, 2013

2013 SCSE Study Fair

Guangzhou

Jun 29, 2013

Shinyway Study Fair

Guangzhou

Jun 29, 2013

EIC Study Fair

Shenzhen

Jun 30, 2013

EIC Study Fair

Guangzhou

July 13, 2013

New Oriental Study Fair

Shenzhen

July 14, 2013

New Oriental Study Fair

Guangzhou

July 20, 2013

New Oriental Study Fair

Wuhan

July 21, 2013

New Oriental Study Fair

Changsha

For more information about the education market in China, to arrange study fairs, briefings, and meetings, or to subscribe to this newsletter, please contact:

Veronica.Liang@Trade.Gov

Special thanks to Linda Lu and Judy Zhu at FCS Guangzhou for their contribution to this newsletter.

SOUTH CHINA WELCOMES MORE INTERNATIONAL PROGRAM S

STUDYING overseas has been a hot topic for Chinese parents and students. More than 8 out of 10 parents are interested in having their children study abroad according to 2013 White book of China's Study Abroad by New Oriental

The Chinese government is also promoting the introduction of more international programs in China. According to China's National long-term Education Reform and Development Plan (2010-2020), China needs to train a large number of people who have an international perspective, and are familiar with the norms of international affairs and business.

In South China, the Guangzhou Education Bureau has announced a new initiative to promote international exchange and cooperation in compulsory education in Guangzhou. This program will allow foreign language high schools

to teach up to three foreign languages. In addition, each of the 10 districts of Guangzhou will be able to set up exchange programs in three high schools, two primary schools and one elementary level program.

Currently, there are more than 60 joint programs (2+2) or exchange programs between U.S. and Chinese universities in South China. There is an increasing demand for such international cooperation in compulsory education as well. What this means for U.S. educational institutions is that there are more opportunities for younger age education, English teachers and training programs.

Overall, China is opening to more international program. As the leading education service providers in the world, U.S. schools, especially K to 12 schools, should be prepared for these exciting opportunities!

[Source: 2013 White book of China's Study Abroad.](#)

DEAR READERS,



Dear Friends,

This is my last education newsletter. More than two years ago, I began this newsletter in order to bring more China education market information to our U.S. clients. Today, I am very happy that many of you have expressed your appreciation for my efforts. The newsletter has also brought lots of new friends to our office to share perspectives on the China education market.

My colleague Veronica Liang will take over newsletter from July 2013. She will continue to provide first-hand China education market information to you.

Eileen



Hello Everyone,

I am one of the new people in the FCS office in Guangzhou, China. I'm pleased to take over the education sector. I would like to thank Eileen Bai for her tremendous contributions to the U.S. education sector during the past 15 years.

I spent 4 years studying overseas and have 2 years' experience in a U.S. consultant company. I was typical Chinese student who benefited from overseas education, and am excited to share my experience and help our next generation become more internationally aware.

Veronica



ONLINE LEARNING TREND TO ENLIVEN CHINESE EDUCATION

A new trend towards free online education is taking hold in China addressing China's strong tradition of respect for education and uneven education resources.

"Massive online open courses" (MOOC), designed for large-scale interaction and open access at no cost, have become a growing theme in China's education landscape.

For example: *Coursera*, the largest provider of MOOCs, is a social entrepreneurship company partnering with 33 top international universities to offer courses online for free. Since launching in April 2012, *Coursera* has picked up more than three million users.

Many Chinese students have been attracted to the free courses for the chance to learn from top teachers, and the

opportunity to improve their English. The Chinese government has attached great importance to online learning and has been working for years to make approved courses available. MOOC may help universities speed up their collaborator efforts.



Online Degree in South China

Despite Chinese efforts to increase online education, online degrees are still not generally accepted by China's Ministry of Education. According to our recent research in South

China, online college degrees with 100% of courses taken online are still not popular in South China. Online course must be combined with traditional classroom course for a degree. Most online courses are for non-degree certificate or part time programs. Our research also shows that in practice, 100% online college degree from foreign universities are typically not recognized by China's Ministry of Education if the Chinese student has only taken online course in China. Currently, this is enforced by making Chinese student submit his passport to approve he has been abroad during that time.

<http://news.xinhuanet.com/english/>

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The ideal world would be to separate out the idea of proving your knowledge from the way you acquired that.

- BILL GATES

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NYU SHANGHAI – THE FIRST SINO-US DUAL DEGREE PROGRAM

New York University Shanghai, the first Sino-US joint venture university, will soon begin admissions for the inaugural undergraduate freshman class for the 2013 fall semester, university officials has announced recently.

Unlike other joint program with Chinese universities, graduates of NYU Shanghai will get a double bachelor's degree from both East China Normal University and the New York-based main campus after four-year study. About half of the students will be Chinese applying through the national college entrance exam, and the rest will

come from all around the world. The tuition for Chinese mainland undergraduates will be about US\$15,948 a year, which becomes the most expensive university in China mainland. It is still much cheaper than the tuition of NYU, which is about three times as much.

Meanwhile the university will launch a foundation to provide scholarship to underprivileged students who are extremely bright. Although courses are taught in English, all the students must learn Mandarin. Admissions details are expected on the website of NYU Shanghai.

<http://english.peopledaily.com.cn/203691/7978191.html>



CHINESE EDUCATIONAL INNOVATION

SOUTH University of Science and Technology, established in 2011 in Shenzhen, is providing a new template for reform of China's system of higher education.

As the reform pioneer in education, this university appoints its principal and delegates decisions to its own academic council instead of to the central government or local authorities. Most importantly, the

gaokao (the national entrance exam that is the only way to be admitted by most Chinese universities) is only one of the criteria in the application process. Other ways in which this school is redefining traditional Chinese education norms are by allowing students to write and speak in either English or Chinese.

<http://www.chinadaily.com.cn/2012-11/21/>



CHINA has more than 350 million users on Weibo, China's equivalent of Facebook. U.S. Consulate

Guangzhou has launched an account to promote U.S. Education and deliver authentic and useful education related information to Chinese students and parents. This is a fantastic way to promote your institution's programs to Chinese students. Contact Veronica to learn how.

<http://weibo.com/useducation>

WEEKLY TOPIC

- School of the Week • Tip of the Week
- Do You Know

EVENTS IN APRIL/MAY

- WebChat with Harvard Alumni
- Dinner with Harvard Alumni



U.S. EDUCATION WEIBO
[SCAN IT. JOIN US !]

NEW!