
Description: The ancient education of China began in the Chinese classical works, rather than religious organizations. In Chinese history, clearly documented school for formal teaching began in Xia Dynasty (c. 2100-1600 B.C.). Since the beginning of 21st Century, the Chinese government gave priority to education and put forward the strategic policy of “revitalizing the nation through science and education”. Deepening educational system reform, strengthening quality education, and adhering to make nine-year compulsory education universal and eliminating illiteracy are the most important tasks of education.

The Chinese education system follows a specific pattern where early childhood education (pre-primary) is followed by primary school (Elementary school), middle school, secondary school (High school), and post-secondary (Tertiary) education. There are two major examinations for students undergoing school education in China, Zhongkao and Gaokao. Students begin their nine-year compulsory education at about six years old, and they progress through elementary school and junior high school over the following nine years. At the end of Grade Nine, all students are required to take Zhongkao, which is the cumulative assessment of this nine-year education period and is the entrance examination for senior high school.

The overall growth of the industry will be driven by rising responsiveness of people towards the benefits of early education and continuing education and growing demand for online teaching methods. The trends observed in China regarding the education industry are growing access to internet and declining rates of young population. While on one side, internet opens up the opportunities to grab overseas education, simultaneously it poses a threat to domestic educational institutions. Another challenge faced by the industry is declining rate of young population reflected by the fact that enrollments in primary and secondary education have been declining since 2007.

The report, “China Education Industry” analyzes the prevailing condition of the industry along with its major segments including pre-primary, primary, K-12, post-secondary and adult/continuing education. Chinese domestic and international education market along with specific dependence on the US education as well as the market dynamics of the Chinese education industry are being presented in this report. The major players, TAL Education, TARENA International, China Distance Education Holding and New Oriental have being profiled and compared, along with their key financials and strategies for growth.

Contents:

1. China Education System
   1.1 Overview
      1.1.1 Ancient Education
      1.1.2 Modern Education
   1.2 Educational Milestones
   1.3 Classification
      1.3.1 Pre School Education
      1.3.2 Primary & Secondary Education
      1.3.3 Higher Education
      1.3.4 Adult or Continuing Education

2. China Education Industry Analysis
   - Market Segments
   - Student Enrollment
   - Education Spending
   - Literacy Rates
   - Cost Breakdown

2.1 Domestic Industry Analysis
5.4.2 Financial Overview
5.4.3 Business Strategies

List of Charts

School-age Population by Education Level (2014)
Total Student Enrollment in China (2007-2015E)
Literacy Rates in China in Age Group 15-24 Years (1990-2015)
Education Spending in China as % of Disposable Income (2008-2013)
Pupil / Teacher Ratio (2006-2013)
China Education Industry by Cost Breakdown (2014)
Average Annual Salary by Education Degree (2014)
Number of Kindergartens in China (2007-2014)
New Entrants into Education (2010-2014)
Higher Education Graduates in China (2009-2015E)
Technical and Vocational Education & Training (TVET) Enrollments in Tertiary Education (2006-2014E)
Extra-curricular Tutoring Classes (2009/2014)
China Professional Education Market by Value (2010-2015E)
Breakdown of Chinese Professional Education Market (2014)
Provincial Distribution of International Schools in China – Top 10 (2014)
China's Share of Internationally Mobile Students (2001/2014)
China as Host to International Universities (August 2015)
Average Annual Cost YoY Change of Studying Abroad for International Students (2012/13 and 2013/14 School Year)
Schools for Foreign Children (2007-2015E)
Courses Offered by International Schools (2014)
Most Popular Destinations Targeted by International Schools (2014)
Chinese Students Abroad (2008/09 – 2013/14)
Total Chinese Students in the US (2009/10-2014/15E)
Student Migration to US based on Field of Study (2013-2014)
China Online Education Market by Value - Actual (2008-2015E)
China Online Education Market by Value - Forecast (2016F-2018F)
China's Online Educational Market Value by Segment (2013/2017E)
China Online Education Market by Investment (Jan 2013-Jan 2014)
China Online Education Market by Volume - Forecast (2014E-2018F)
China Online Education Market by Academic Distribution (2013-2014)
China's Online Education Market by Online Educational Tools (2013-2014)
China's Online Education Market by Uses (2013-2014)
China's Online Education Market by Benefits to Users (2013-2014)
China's Online Education Market by Benefits to Companies (2013-2014)
Survey Response to Support the Overall Reform of Gaokao (2014)
Internet Users in China (2007-2014)
Internet Access by Mode (2014)
China Smartphone Users (2014-2018)
China Smartphone User’s by Age Group (2014/2018)
Universities with the Most MOOCs (August 2015)
M&A in the China Education Industry (2010-2014*)
M&A Deals in the Education Industry by Type (2013)
M&A Deals based on Buyer Characteristics (2013)
M&A Deals based on Seller Characteristics (2013)
Enrollment in Private Institutions (2009-2013)
Proportion of Urban Students Receiving Private Tuition (2013)
Education Spending in Urban Household as Percentage of Urban Household Per Capita Disposable Income (2008-2014)
China's Urban Household Annual Cash Expenditures by Segment (2010/2013)
Proportion of Population Aged 5-19 (2001-2013)
Market Cap Comparison (September 2015)
Total Learning Centre Expansion (FY11/12 - FY14/15)
ASP per Enrollment Expansion (FY2011- FY2015)
ASP per Enrollment YoY Comparison
IT Professional Education Market Share (2014)
Number of Enrollments, CDEL (FY2011- FY2015)
CDEL Net Revenue by Business (FY2011- FY2015)
Segments Analysis, CDEL (FY2014)
CDEL Net Revenue & Net Income (FY2011- FY2015)
Number of Enrollments, TAL Education (FY2011- FY2015)
Revenue by Class Format, TAL Education (Q2FY2015/Q2FY2016)
Revenue by Provinces of China, TAL Education (FY2011- FY2015)
TAL Education Net Revenue & Net Income (FY2011- FY2015)
Number of Enrollments, TARENA International (FY2011- FY2015 TTM)
Enrollment by Course, TARENA International (FY2014)
Net Revenue by Business, EDU (FY2013- FY2015)
Number of Enrollments, EDU (FY2011- FY2015)
EDU Net Revenue & Net Income (FY2011- FY2015)

List of Tables

Overall Education System in China
The Structure of Chinese Education System
Average Annual Cost of Studying Abroad for International Students (2012/13 and 2013/14 School Year)
International High Schools' Curriculum
Chinese Education System - Proposed Restructuring
Competition by Education Companies
Online Strategies and Investments of Traditional Offline Schools
Learning Centres in Beijing by Players (2014)
Learning Centre Growth in Beijing by Players (2014)
Estimated revenue and OPM contribution of Beijing (2014)

Ordering:
Order Online - [http://www.researchandmarkets.com/reports/3617488/](http://www.researchandmarkets.com/reports/3617488/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/3617488/
Office Code: SCH3SFXO

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 800</td>
</tr>
<tr>
<td>Hard Copy:</td>
<td>USD 900 + USD 58 Shipping/Handling</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 1100</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: 
Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof [ ]
First Name: ________________________ Last Name: ________________________
Email Address: * ________________________
Job Title: ________________________
Organisation: ________________________
Address: ________________________
City: ________________________
Postal / Zip Code: ________________________
Country: ________________________
Phone Number: ________________________
Fax Number: ________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp