

SINOLOGY TRAINING

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ABSTRACT

"Guoxue", Just as the name implies, the Chinese studies, the Chinese studies, has a long history of more than five thousand years in China, is the rich traditional cultural treasure of our Chinese nation. In the development tide of economic globalization, culture is also moving toward the development trend of globalization, and Sinology is attracting more and more attention from people from all walks of life at home and abroad, gradually becoming a popular wind of sinology. Taking advantage of This style of Sinology, it is not only good business opportunity, but also a good opportunity to participate in the construction of sinology to establish a sinology education class (also known as modern private school) with sinology as the theme. After a systematic investigation, we found that many people want to study Sinology, but the society provides a high threshold for them, the tuition is expensive. Therefore, while opening sinology courses for the rich, we also take into account those who are in a well-off level and love sinology. According to the survey data and the scientific and reasonable logic analysis, established in Lanzhou a similar to the ancient school of traditional Chinese education is very necessary, it can not only enrich the national amateur life, improve national quality, can save a lot more before always neglected gems of Chinese traditional culture, and national consumption market development prospect of a better now.

Keywords :Chinese culture training institutions, Traditional Chinese education, The industrial development

Corporate culture

Enterprise mission: pay attention to Chinese culture and repay the society

Company creed: stronger, more harmonious

Company spirit: self-improvement, hard work, development, understanding

Service concept: with my sincere for your comfort

Business philosophy: to hongyang Guoxue as the forerunner, to create a brand with high quality teaching

Management philosophy: give full play to the expertise of all staff effectively, improve work efficiency, separate planning and execution, separate functions of all departments, not affected by external environment

Enterprise f brief introduction

1. Company name: Beichen Culture Communication Co., LTD

2. School Name: Zhixing Xuefu

3. Company address: Lanzhou Resources and Environment Polytechnic University

4. Business: Sinology training institutions
5. Registered capital: 1 million yuan
6. Company goal: to create a star enterprise and a brand of Guoxue
7. The consumer groups of enterprises are: children and teenagers from middle class or above (including middle class) families, high-paid white-collar workers and ceos of enterprises, and other groups who love Chinese culture.

Comparison n between e the y industry e scale d and e the d old "Sinology education"

In modern China and before modern times, our "traditional Chinese" education was mainly based on "private schools", which played an important role in spreading the culture of the motherland, promoting the development of education, training enlightening children, and enabling them to read and understand science in the course of more than two thousand years of history in China. Private school reading education focuses on literacy and recitation. Private school teachers arrange classes according to different students' learning basis and reception ability, which reflects the principle of teaching students according to their aptitude. Private schools made contributions to the transmission of ancient culture and the cultivation of talents, and adapted to the needs of ancient society.

Since the democratic revolution, especially the Cultural Revolution in the early days of the founding of the People's Republic of China, "traditional Chinese education" has been far away from people's vision, especially "schools" such as "private schools" have disappeared. As Sinology rises again today, our company also seizes the opportunity to set up a sinology education class. However, in modern times, there are certain differences between private school education and social development. Therefore, we have both inherited and innovated in running schools:

1. Private school has a distinctive teaching environment in traditional Chinese culture. Therefore, in addition to adopting some modern teaching equipment, our sinology education class has the pattern of ancient private school in school construction -- antique furnishings and teaching utensils. In the classroom, modern electronic equipment also has the appearance of classical characteristics.
2. We have applied the teaching method of teaching by example and words into our teaching, and organically linked "private school" with "family culture".
3. In addition to teaching Chinese classics, we also add Chinese quintessence courses such as Weiqi and calligraphy to help students develop in an all-round way.
4. Our professor of Sinology does not just explain the ancient classics in the sense of words, but applies it in today's society and gives sublimation interpretation. For example, the application of Sun Tzu's Art of War in commercial warfare.

Industry Characteristics

1. Take Sinology as the main teaching content.
2. Teaching atmosphere in which students and teachers wear Hanfu for teaching activities.
3. The teaching purpose is clear, and the basic and characteristic courses are distinct. For example, we set different basic course contents according to different people, and choose different characteristic courses such as calligraphy and Go according to their own hobbies at

the same time.

4. Complete teaching facilities in private schools. For example, there are buildings of traditional Chinese style, elegant and smart classrooms of private school, and its own library of "Guoxue", in which many classical works of "Guoxue" are covered, which are not found in other similar institutions.

Industry Trends

5. Cater to today's consumer demand for Chinese learning hobby.

6. First-class hardware facilities and teaching equipment.

7. Strong teaching staff, outstanding teaching ability.

8. Reasonable course arrangement is beneficial to maximize the learning benefit of students.

Analysis of the market status

Sinology is the essence of Chinese culture, in recent years, with its unique cultural charm attracted more and more people, countless scholars and enthusiasts into the study and research of sinology upsurge; At the same time, the outbreak of the financial crisis made many people see the superiority of traditional Chinese culture. It can be seen that the development of Sinology is inevitable, is to comply with the trend of The Times. However, its development is only in recent years. There are few "private schools" with "Guoxue" as the main teaching content, which condenses the profound tradition and wisdom of the Chinese nation. The hardware facilities and

service system associated with the education of Guoxue are also in the initial stage. Scientific data show that people are more and more eager to have a kind of excellent teaching quality, reasonable fees to cultivate their own training courses, improve their own. In addition, the two sessions, once again aroused the attention of the state and the government of Sinology, if the school in Lanzhou such an economic and cultural area can get the support and help of the local government and the community. Therefore, investment and development in sinology is not only a good business opportunity, but also a good opportunity to participate in the construction of sinology and promote sinology.

Market Positioning

1. Target market positioning: For long term promotion of Chinese study and long-term interests of the enterprise development, we according to the market demand, consumption level, the condition of Chinese development and a series of factors do the scientific market positioning analysis, the enterprise develops the first selected in Lanzhou, and then according to the situation of running late in Hunan Zhuzhou, Xiangtan, consumption level is high, the economic and culture area of dense population expansion, Then we will target the whole country to achieve the ultimate goal of running a school nationwide.

2, target consumer group positioning: middle class or above (including middle class) family children and teenagers; White collar workers and CEOs represented by high salary class; Outside the above two groups interested in Sinology but some conditions are not enough.

Marketing Strategy

In accordance with the law of market development, based on the company's competitive advantages, we have developed a clear marketing target and plan, and according to the target to determine the detailed marketing strategy.

In the early stage, we adopted the strategy of quickly seizing students. After entering the middle and later period, with the improvement of popularity and continuous improvement of itself, we will adopt the strategy of selecting the best to ensure the quality of students and improve the popularity of the training center, and become the leader of similar training institutions in Hunan. In addition to constantly expanding and improving the local conditions for running schools in Lanzhou, and positioning it as the parent company, it will also begin to prepare to expand to other surrounding economic and cultural areas, and finally realize the national joint operation, so as to achieve the double harvest of the promotion and profit of Sinology culture.

Team Management

In the early stage of the establishment, the company adopts the organizational structure of linear functions. All partners are shareholders of the company, and the recommendation is the executive director and legal representative. The executive director appoints the general manager, and the rest work in various departments according to their professional expertise. The company plays its own part, coordinates with each other and develops together.

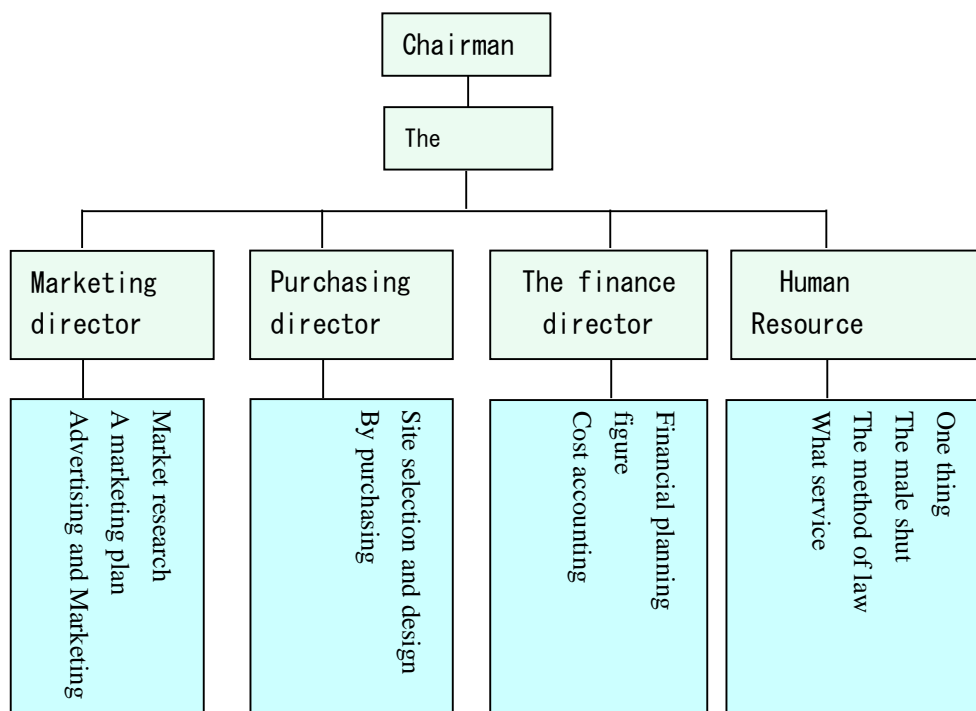


Figure 1 the board of directors

"Beichen" culture communication company CEO -- Ni Yanhui

She has comprehensive knowledge and solid business management quality, and has certain experience in market operation and organization management. She is calm, clear-headed, bold and careful, familiar with the regional environment and market, brave to think independently, good at listening to everyone's opinions, and good at uniting colleagues to work together. Extrovert, lively and diligent.

"Beichen" culture communication company general manager -- Liu Zhaoxin

He has rich working experience and comprehensive knowledge, considers problems comprehensively, deals with problems decisively, has a strong sense of responsibility, has strong independent organization and management ability and innovation spirit, has a certain regional interpersonal relationship, solid business foundation, is good at coordinating the relationship between the company's internal members.

"Beichen" culture communication company marketing publicity manager -- Sun Lei

With strong professional knowledge and rich working experience, he has unique and profound insights into Sinology. He has participated in similar competitions and won awards. He is skilled in market research, analysis and marketing. Strong organization and management ability, can consider the problem comprehensively, consider the problem is more cautious, good at communication, honest, humble.

He Yalin, production manager of "Beichen" Culture Communication Company

She has comprehensive knowledge and certain industry experience, is good at uniting colleagues to work together, and is decisive in dealing with problems. She is familiar with the regional environment and market, and has considerable market development ability. She is good at communicating with people, upright and capable.

"Beichen" culture communication company human resources manager -- Cao Xiaolong

He has comprehensive knowledge and certain working experience, strong ability of independent organization and management, good communication, strong ability to read people and rich management experience, good at uniting colleagues to work together, decisive in dealing with problems, good at communicating with people, outgoing, and strong coordination ability.

Ning Zirong, manager of Finance Department of "Beichen" Culture Communication Company

She has rich work experience and solid professional knowledge, specializing in business planning, negotiation and financial analysis. I have a strong sense of responsibility and strong independent organization and management ability. I have a solid business foundation and can work together with colleagues.

Operation Modes and Processes

1.recruitment of teachers

Wanted: Retired university professors of humanities and social sciences

Recent graduates of the humanities and social science college students

On-the-job teachers of humanities and social sciences

2. business

First, improve internal management

①.Establish a scientific and reasonable compensation incentive mechanism

②improve the school staff personal career development space

③School culture construction

Second, do a good job of dismissal management

Third, the management of students

3. Facilities and Equipment

4. Business strategy and plan

Table 1 Sinology Class of Lanzhou Zhixing University (initial stage) [Introduction]

Introduction of spring beginner class of Zhixing University						
state	Class no.	Nature of the class	Class time	Class time	To point	Fee to use
	CGX11	junior	2022-3-10 to 2022-6-10 Monday to Friday 7:00-9:00 PM (two hours) Saturday 9:00-11:00 a.m., 3:00-5:00 p.m. (four school hours)	60 class hours	headquarters	560 yuan

Introduction to summer training courses of Zhixing University						
state	Class no.	Nature of the class	Class time	Class time	To point	Fee to use
	CGX21	Intermediate morning class	The 2022-7-1-2022-7-1 Monday to Friday 9:00-11:00 a.m. (two class hours) Saturday 9:00-11:00 a.m., 3:00-5:00 p.m. (four school hours)	60 class hours	headquarters	690 yuan
	CGX22	Intermediate afternoon class	2022-7-1 to 2022-8-30, Monday to Friday 3:00-5:00 PM (two class hours) Sunday 9:00-11:00 a.m., 3:00-5:00 p.m. (four school hours)	60 class hours	headquarters	690 yuan
	CGX23	Intermediate evening class	2022-7-1 to 2022-8-30, 7:00-9:00 daily (two class hours)	60 class hours	headquarters	690 yuan

Introduction of autumn fine class of Zhixing University						
state	Class no.	Nature of the class	Class time	Class time	To point	Fee to use
	CGX31	The high-quality goods class	2022-3-10 to 2022-6-10 Monday to Friday 7:00-9:00 PM (two hours) Saturday 9:00-11:00 a.m., 3:00-5:00 p.m. (four school hours)	60 class hours	headquarters	1190 yuan

state	Class no.	Nature of the class	Class time	Class time	To point	Fee to use
	CGX41	Intermediate morning class	The 2022-12-1-2023-1 Monday to Friday 9:00-11:00 a.m. (two class hours) Saturday 9:00-11:00 a.m., 3:00-5:00 p.m. (four school hours)	60 class hours	headquarters	690 yuan
	CGX42	Intermediate afternoon class	The 2022-12-1-2023-1 Monday to Friday 3:00-5:00 PM (two hours) Sunday 9:00-11:00 a.m., 3:00-5:00 p.m. (four school hours)	60 class hours	headquarters	690 yuan
	CGX43	Intermediate evening class	The 2022-12-1-2023-1 7:00-9:00 every day (two credit hours)	60 class hours	headquarters	690 yuan

Statement of Sources and Use of Funds

Financing form: bank loan, personal investment, and other corporate sponsorship

Source of funds: Personal investment 70% bank loan 20% other 10%

Comprehensive financial analysis

(1) Long-term investment analysis

The investment income of Beichen Company in the fifth year increased compared with the investment income of the fourth year, which was mainly caused by the main business income in that year. It can be seen that the future development prospect is broad, and it is necessary to increase the investment in other regions to increase the total profit.

(2) Main business income analysis

The main business income of Beichen in the fifth year increased by 383,400 yuan compared with that of the fourth year, an increase of 19%, mainly due to the increase in tuition fees.

(3) Profit analysis

The total profit of Beichen in the fifth year reached 14952.4749 million yuan, an increase of 24.96% compared with the fourth year. Beichen believes that the main reason for the profit increase is that the company has established its brand after several years of

development, which brings the increase of main business income.

Conclusion: Beichen Company is in the initial stage of growth, with a large profit margin, so it needs to further attack other regions, so in the later stage, our main work is to develop the market in other regions, and its model is similar to this part. The specific details should be adjusted appropriately according to the characteristics of different regions. Due to the famous brand effect of the enterprise, it is easier to develop the market in the later period, and the marketing cost is less, and the profit margin is also expanded accordingly.

Three to five years after the establishment of this modern private school, our company will be in the forefront of peer training institutions in Gansu. In the later stage, with the improvement of popularity and continuous improvement of itself, Lanzhou will be adopted as the parent company to expand the economic and cultural areas with high consumption levels and dense population in the province, to the whole province, and then to the whole country and even the world.

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