

China Online Education Industry Report, Market Prospect and Investment Forecast

目 录

CONTENTS

Chapter 1: Analysis of background of development of China's online education industry

1.1 definition of online education

1.1.1 definition and classification of online education

- (1) definition of online education
 - (2) classification of online education
 - (3) overview of online education in various areas
- ###### 1.1.2 comparison of online education and other forms of education
- (1) comparison of online education and distance education
 - (2) comparison of online education and adult education, self education
- ###### 1.1.3 features and advantages of online education

1.2 analysis of properties of online education industry

- ###### 1.2.1 life cycle of online education industry
- ###### 1.2.2 response of online education industry to economic cycle

1.3 research methods and research unit of the report

- ###### 1.3.1 introduction of research unit
- ###### 1.3.2 overview of research methods
- (1) data analysis method with qualitative and quantitative combination
 - (2) polynomial regression analysis

Chapter 2: Status quo of development of international online education and experience reference

2.1 overview of development of global online education

- ###### 2.1.1 international technical standards for online education
- ###### 2.1.2 status quo of development of global online education
- (1) analysis of scale of development
 - (2) analysis of conduct situation

2.2 analysis of development of online shopping in America

- ###### 2.2.1 introduction of America's online education
- (1) purpose of online education
 - (2) content of online education
 - (3) online education resource conditions
- ###### 2.2.2 status quo of development of America's online education
- (1) overview of America's online education
 - (2) scale of America's online education
 - (3) type of school to provide online education
 - (4) introduction of examples of America's online education
 - (5) analysis of online education policy
- ###### 2.2.3 inspiration and reference of America's online education
- (1) government's macroeconomic adjustment and formulating scientific policies
 - (2) certification and quality control legalization
 - (3) reasonable to establish online education policies at all levels
 - (4) promotion of social capital and resource integration
 - (5) promote the integrated use of multiple technologies

2.3 analysis of development of online shopping in the UK

- ###### 2.3.1 status quo of development of the UK's online education
- (1) research of the UK's online education
 - (2) development situation of the UK's online education
 - (3) introduction of examples of the UK's online education
- ###### 2.3.2 status quo of development of the UK's online education
- ###### 2.3.3 inspiration of the UK's online education

- (1) rich teacher resources
- (2) both research and teaching are equally important
- (3) application of a variety of medias during teaching process

2.4 analysis of development of online shopping in South Korea

- 2.4.1 status quo of development of South Korea's online education
 - (1) status quo of South Korea's online education
 - (2) success story - Ewha Women's University
- 2.4.2 inspiration of South Korea's online education
 - (1) development of online education as a basic national policy
 - (2) vigorously strengthen the construction of network teaching resources

Chapter 3: Status quo of development of China's online education and forecast

3.1 PEST analysis of development environment of online education

- 3.1.1 analysis of policy environment of online education
 - (1) government regulation of online education
 - (2) major policies, laws and regulations of online education
 - (3) analysis of policy environment of online education
- 3.1.2 analysis of user environment of online education
 - (1) scale of China's Internet users
 - (2) student is the main body of China's Internet users
- 3.1.3 analysis of economic environment of online education
 - (1) GDP operation
 - (2) analysis of financial revenue
 - (3) analysis of residents' income
- 3.1.4 analysis of social environment of online education
 - (1) status quo of development of education industry
 - (2) level of national expenditure on education
 - (3) changes in awareness of online education
- 3.1.5 analysis of technical environment of online education
 - (1) realization of Internet-based online education
 - (2) rapid development of digital technology
 - (3) analysis of patented technology of online education

3.2 overall development of online education

- 3.2.1 overview of development of online education
 - (1) rapid development of online education
 - (2) schools to conduct online education and level increase
- 3.2.2 analysis of scale of development of online education
 - (1) analysis of scale of online education market
 - (2) analysis of scale of online education users
- 3.2.3 analysis of competitive landscape of online education
- 3.2.4 problems of online education market
- 3.2.5 proposals to promote development of online education

3.3 development trends and forecast of online education

- 3.3.1 analysis of development trends online education
- 3.3.2 forecast of online education

Chapter 4: Status quo of development of China's online education for primary and secondary school and forecast

4.1 comparative analysis of online education for primary and secondary school in developed countries

- 4.1.1 status quo of development of online education for primary and secondary school in developed countries
 - (1) online education for primary and secondary school in America
 - (2) online education for primary and secondary school in the UK
 - (3) online education for primary and secondary school in Japan
- 4.1.2 features of online education for primary and secondary school in developed countries
- 4.1.3 implications of online education for primary and secondary school in developed countries for China

4.2 status quo and construction of China's primary and secondary online education resources

- 4.2.1 overview of online education resources for primary and secondary school
 - (1) development course
 - (2) online education resources for primary and secondary school

4.2.2 construction of online education resources for primary and secondary school

- (1) construction form
- (2) problems
- (3) hierarchical model
- (4) development trends

4.3 status quo of development of China's online education for primary and secondary school and forecast

4.3.1 status quo of development of online education for primary and secondary school

- (1) positioning of online education for primary and secondary school
- (2) status quo of online education for primary and secondary school
- (3) scale of financing of online education for primary and secondary school

4.3.2 problems of online education for primary and secondary school and advice

- (1) problems of online education for primary and secondary school
- (2) advice to carry out online education for primary and secondary school

4.3.3 forecast of online education for primary and secondary school

- (1) forecast of capacity of online education for primary and secondary school
- (2) development potential of online education for primary and secondary school

Chapter 5: Status quo of development of China's online education for higher education and forecast

5.1 comparative analysis of development of online education for higher education in developed countries

5.1.1 overview of development of online education for higher education in developed countries

- (1) online education for higher education in America
- (2) online education for higher education in the UK

5.1.2 comparative analysis of China's and British and American online education for higher education

5.1.3 implications of online education for higher education in developed countries for China

5.2 status quo of development of China's online education for higher education and forecast

5.2.1 overview of development of online education for higher education

- (1) analysis of policy of online education for higher education
- (2) scale of development of higher education industry

5.2.2 status quo of development of online education for higher education

- (1) positioning of online education for higher education
- (2) development situation of online education for higher education
- (3) analysis of model of online education for higher education

5.2.3 problems of online education for higher education and advice

- (1) problems of online education for higher education
- (2) advice for online education for higher education

5.2.4 forecast of online education for higher education

5.3 analysis of development of sub-industries of China's online education for higher education

5.3.1 analysis of development of online education in regular institutions of higher learning

learning

- (2) status quo of implementation of online education in regular institutions of higher learning

5.3.2 analysis of development of online education in higher vocational education institutions

- (1) application of online teaching in higher vocational education
- (2) necessity of development of online education in higher vocational education institutions
- (3) environmental of online education in higher vocational education institutions

Chapter 6: Status quo of development and trends of other subdivided markets of online education

6.1 status quo of development and trends of online education for children

6.1.1 status quo of development of online education for children

- (1) category of education for children
- (2) application of online education for children

6.1.2 development trends of online education for children

6.1.3 case study - Oladao online education for children

- (1) to establish a platform for parents
- (2) to create virtual network space for kids

6.2 status quo of development and trends of corporate E-learning

- 6.2.1 status quo of development of corporate E-learning
 - (1) use of corporate E-learning
 - (2) advantages of corporate E-learning
 - (3) analysis of industry chain of corporate E-learning
 - (4) status quo of corporate E-learning
 - (5) competition of E-learning industry
- 6.2.2 development trends of corporate E-learning
 - (1) in-depth development of enterprise applications
 - (2) expansion from center cities to second and third-tier cities
 - (3) expansion from traditional industries to high-tech industries
- 6.2.3 case study - LG China E-learning

6.3 status quo of development and trends of vocational and certification training

- 6.3.1 analysis of development of vocational and certification training
 - (1) overview of vocational and certification training
 - (2) business model of vocational and certification training
 - (3) characteristics of vocational and certification training market
 - (4) competition model of vocational and certification training
- 6.3.2 development trends of vocational and certification training
- 6.3.3 case study - CDEL and global world

Chapter 7: Analysis of China's major colleges and universities to carry out online education

7.1 overall development of colleges and universities to carry out online education

7.2 analysis of China's major colleges and universities to carry out online education

- 7.2.1 Online Education College of Northeast University of Finance
 - (1) introduction to online education institute
 - (2) teaching mode of online education
 - (3) enrollment level and profession of online education
 - (4) schooling and education background of online education
 - (5) course setting of online education
 - (6) online education fees
 - (7) online education management system
- 7.2.2 Online Education College of Peking University
 - (1) introduction to online education institute
 - (2) teaching mode of online education
 - (3) enrollment level and profession of online education
 - (4) schooling and education background of online education
 - (5) course setting of online education
 - (6) online education fees
 - (7) online education management system
- 7.2.3 Central Radio and Television University
 - (1) introduction to online education institute
 - (2) teaching mode of online education
 - (3) enrollment level and profession of online education
 - (4) schooling and education background of online education
 - (5) course setting of online education
 - (6) online education fees
 - (7) online education management system
- 7.2.4 Online Education College of Southwest University of Finance
 - (1) introduction to online education institute
 - (2) teaching mode of online education
 - (3) enrollment level and profession of online education
 - (4) schooling and education background of online education
 - (5) course setting of online education
 - (6) online education fees
 - (7) online education management system
- 7.2.5 Online Education College of East China Normal University
 - (1) introduction to online education institute
 - (2) teaching mode of online education
 - (3) enrollment level and profession of online education

- (4) schooling and education background of online education
- (5) course setting of online education
- (6) online education fees
- (7) online education management system

there are another 5 enterprises

Chapter 8: Analysis of operation of China's major online education enterprises

8.1 overall operation of online education enterprises

8.2 analysis of operation of major online education enterprises

8.2.1 China E-learning Group LTD.

- (1) brief introduction of the company's development
- (2) analysis of the company's operation
- (3) analysis of the company's operation of online education
- (4) analysis of the company's business strategy and development strategy
- (5) analysis of advantages and disadvantages of the company's operation

8.2.2 New Oriental Education & Technology Group

- (1) brief introduction of the company's development
- (2) analysis of the company's operation
- (3) analysis of the company's operation of online education
- (4) analysis of the company's organizational structure
- (5) analysis of the company's business strategy and development strategy
- (6) analysis of advantages and disadvantages of the company's operation
- (7) analysis of the company's latest development trend

8.2.3 China Distance Education Holdings Ltd.

- (1) brief introduction of the company's development
- (2) analysis of the company's operation
- (3) analysis of the company's operation of online education
- (4) analysis of the company's business strategy and development strategy
- (5) analysis of advantages and disadvantages of the company's operation
- (6) analysis of the company's latest development trend

8.2.4 China EDU

- (1) brief introduction of the company's development
- (2) analysis of the company's operation
- (3) analysis of the company's operation of online education
- (4) analysis of the company's business strategy and development strategy
- (5) analysis of advantages and disadvantages of the company's operation
- (6) analysis of the company's latest development trend

8.2.5 ChinaCast Education Corporation

- (1) brief introduction of the company's development
- (2) analysis of the company's operation
- (3) analysis of the company's operation of online education
- (4) analysis of the company's organizational structure
- (5) analysis of the company's business strategy and development strategy
- (6) analysis of advantages and disadvantages of the company's operation
- (7) analysis of investment, merger and restructuring of the company
- (8) analysis of the company's latest development trend

there are another 16 enterprises

Chapter 9: Analysis of business model and key success factors of online education

9.1 analysis of business model of online education industry

9.1.1 analysis of industry chain and value chain of online education

- (1) analysis of value chain of online education
- (2) analysis of industry chain of online education
- (3) corresponding relation of value chain and industrial chain

9.1.2 analysis of business model of online education industry

- (1) overview of business model of online education industry
- (2) three typical business models of online education
- (3) applications of business model of online education

9.1.3 innovation space of business model of online education industry

9.2 analysis of key success factors of online education industry

9.2.1 recognition factor

- (1) positioning of online education
- (2) reality of online education
- 9.2.2 technical factor
 - (1) requirements for online education learning skills
 - (2) requirements for online education platform functions
 - (3) analysis of trends of online education platforms
- 9.2.3 teaching factor
- 9.2.4 environmental factor
 - (1) status quo of types supported by online education
 - (2) public support service system of online education
 - (3) settings of online education learning center

Chapter 10: Analysis and forecast of investment of China's online education industry

10.1 analysis of characteristics of investment of online education industry

- 10.1.1 analysis of entry barriers of online education industry
- 10.1.2 analysis of profit model of online education industry
- 10.1.3 analysis of profit factor of online education industry

10.2 analysis of investment of online education industry

- 10.2.1 analysis of scale of investment in education industry of China's venture capital market
- 10.2.2 analysis of investment, mergers and acquisitions of online education industry
- 10.2.3 SCP analysis of investment and mergers of online education industry
- 10.2.4 analysis of IPO of online education industry
 - (1) growth stage of China's listed education companies in.....2012
 - (2) forecast of development of listed education companies in.....2013

10.3 opportunities and risks of investment of online education industry

- 10.3.1 analysis of investment opportunities of online education industry
- 10.3.2 analysis of risks of investment of online education industry
 - (1) policy risk
 - (2) risk of intellectual property

10.4 suggestion for investment of online education industry

- 10.4.1 analysis of assessment of investment value of online education industry
 - (1) assessment of market growth rate
 - (2) assessment of market scale
 - (3) assessment of average gross profit margin
- 10.4.2 direction of investment of online education industry
 - (1) online education for early childhood
 - (2) online education for primary and secondary school
 - (3) professional certification online education
 - (4) corporate E-Learning
- 10.4.3 advice for investment of online education industry

如需了解报告详细内容，请直接致电前瞻客服中心。

全国免费服务热线：400-068-7188 0755-82925195 82925295 83586158

或发电子邮件：service@qianzhan.com

或登录网站：<https://bg.qianzhan.com/>

我们会竭诚为您服务！