The advantages of studying Chinese per video conference
Case of study Orientalmente methodology
• Characteristics of traditional Chinese teaching system.
• Lacks of the traditional Chinese teaching system
• The propose of Orientalmente methodology
• Orientalmente method and web platform
• Chinese customized programs
• Traditional Chinese teaching system VERSUS Orientalmente methodology
• Orientalmente results in 12 months
• Short video „Business Award for model-breaking Language Learning”
Characteristics of traditional Chinese teaching system

THE REFERENCE IN THE CHINESE TEACHING SYSTEM

HANBAN MISSION:
- Promoting Chinese language internationally
- Support Chinese language programs
- Draft international Chinese teaching standards
- Develop Chinese teaching materials

2010 DATA:
- 322 Confucius Institute
- 96 Countries
- 28,000 Chinese courses
- 5 millions students
Characteristics of traditional Chinese teaching system

GROUP LESSONS

TRADITIONAL E-LEARNING

ONE TO ONE LESSONS
Lacks of the traditional Chinese teaching system

GROUP LESSONS

• FLEXIBILITY in time and place
• PERSONALIZATION
• PRACTICE
• ALL LEVELS
• COURSES in small towns

TRADITIONAL E-LEARNING

• INTERACTION
• PERSONALIZATION
• PRACTICE
• MOTIVATION

HOW TO COMPENSATE THESE LACKS?

ONE TO ONE LESSONS

$$\text{$$$$$$}$$
TO OFFER THE ADVANTAGES OF A ONE TO ONE LESSONS AT EQUIPARABLE PRICE OF GROUP LESSON OR TRADITIONAL E-LEARNING

$ ....HOW????
MIXED METHOD: combine group lessons with individual lessons
WHAT IS THE FUNCTION?

FLEXIBILITY to study Chinese EVERYWHERE and EVERYTIME
ACADEMIC CHINESE

CONVERSATIONAL CHINESE

BUSINESS CHINESE

OFFICIAL EXAMES PREPARATION

EXPRESS TOPIC SPECIFIC COURSES

MOOGRAFIC CULTURAL COURSES
<table>
<thead>
<tr>
<th>TRADITIONAL TEACHING SYSTEM</th>
<th>ORIENTALMENTE METHOD</th>
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<tr>
<td>FIXED SCHEDULE</td>
<td>TIME FLEXIBILITY</td>
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<td>FIXED PLACE</td>
<td>PLACE FLEXIBILITY</td>
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<td>LIMITED CONTENTS</td>
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<tr>
<td>LIMITED LEVELS</td>
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<tr>
<td>INTERACTION</td>
<td>LIMITED INTERACTION</td>
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<tr>
<td>LIMITED PRACTICE</td>
<td>CONSTANT PRACTICE</td>
</tr>
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**RESULTS IN 12 MONTHS ACTIVITY**
• **TEACHERS:** 20

• **STUDENTS:** 120

• **CORPORATE CUSTOMERS:** 5
  - ESADE
  - Universidad Pompeu Fabra
  - Barcelona Activa
  - ESEC Toulousse Business School
  - Fondazione Varrone Italia

• **OFFICES:** 2 (Barcelona and Roma)

• **PRICE:**
  International price of Google and the television Satellite channel Euronews
  «**Euronews Business Awards**».
Orientalmente WON the Euronews Business Awards

euronews Business Awards with Google

Orientalmente
THANK YOU FOR YOUR ATTENTION

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