

Oriental**mento**



**CHINA – LANGUAGE. CULTURE. BUSINESS**

**7th June 2013 | Antwerp, Belgium**

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**Orientalmento Founder and Director**

**The advantages of studying Chinese per video conference**  
**Case of study Orientalmento methodology**



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## 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

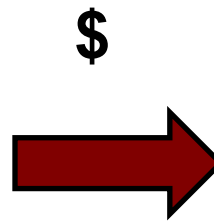


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**PORPOSE OF ORIENTALMENTE METHODOLOGY**

**TO OFFER THE ADVANTAGES OF A ONE TO ONE LESSONS  
AT EQUIPARABLE PRICE OF GROUP LESSON  
OR TRADITIONAL E-LEARNING**



....HOW????



## ORIENTALMENTE SYSTEM

**EXPERIENCED CHINESE TEACHERS**

**INDIVIDUAL STUDENTS**



**NEW GENERATION  
E-LEARNING**



**MIXED METHOD: combine group lessons with individual lessons**



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## ORIENTALMENTE WEB PLATFORM

WHAT IS THE FUNCTION?

**FLEXIBILITY** to study Chinese  
**EVERYWHERE** and  
**EVERYTIME**

The screenshot displays the main dashboard of the Orientalmento web platform. It includes several key sections:

- Students Manager:** Features a 'New Student' button, a search bar, and a world map.
- Teachers Manager:** Features a 'New Teacher' button, a search bar, and a world map.
- Courses Manager:** Includes 'New Course' and 'Edit Course' buttons.
- Calendar & saturation thermometer:** A calendar for June 2012 with colored dots indicating class status.
- Course Tools Manager:** Includes buttons for 'Teaching Material', 'Home Work', 'Exams', and 'Other materials'.
- Expense Manager** and **Statistics** sections.
- Profile:** Shows user information for John Smith, including email, phone, and location.
- Calendar:** A detailed calendar for June 2012 with a 'Teacher assigned' dropdown.
- Course Progress:** A progress bar for 'Chinese Academic by Design' with a 'Lesson 10' indicator.

This screenshot shows the 'Request Class' dialog box overlaid on the platform interface. The dialog box is titled 'Request Class' and contains the following information:

- Class1:** starts 4:30 PM, ends 4:30 PM.
- Class2:** starts 4:30 PM, ends 4:30 PM.
- Class3:** starts 4:30 PM, ends 4:30 PM.
- Description:** Teacher: Zhongguo UTC+8, John Smith, Design Program, UTC+1.

Below the dialog box, there is a 'Calendar' section with a 'Select teacher' dropdown and a 'Class request after hours' button. A large '10' is displayed, indicating the current page or class number.

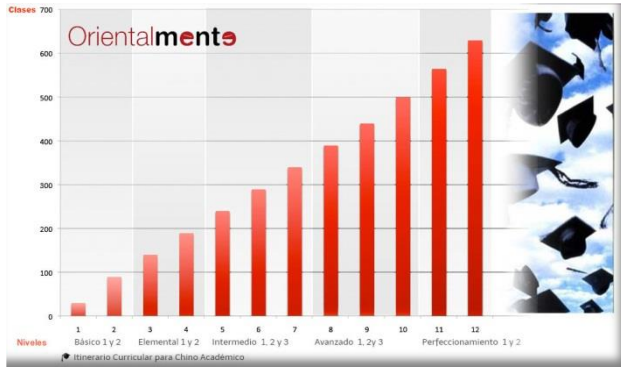






## CHINESE COUSTOMIZED PROGRAMS

### ACADEMIC CHINESE



### CONVERSATIONAL CHINESE



### BUSINESS CHINESE



### OFFICIAL EXAMES PREPARATION



### EXPRESS TOPIC SPECIFIC COURSES

### MOOGRAFIC CULTURAL COURES



# Traditional Chinese teaching system VERSUS Orientalmente method

## TRADITIONAL TEACHING SYSTEM

FIXED SCHEDULE

FIXED PLACE

LIMITED CONTENTS

LIMITED LEVELS

INTERACTION

LIMITED PRACTICE

**VS**

## ORIENTALMENTE METHOD

TIME FLEXIBILITY

PLACE FLEXIBILITY

COUSTOMIZED CONTENTS

EVERY LEVEL

LIMITED INTERACTION

CONSTANT PRACTICE

## RESULTS IN 12 MONTHS ACTIVITY



## ORIENTALMENTE RESULTS IN 12 MONTHS

- **TEACHERS: 20**
- **STUDENTS: 120**
- **CORPORATE CUSTOMERS: 5**
  - ESADE
  - Universidad Pompeu Fabra
  - Barcelona Activa
  - ESEC Toulouse Business School
  - Fondazione Varrone Italia
- **OFFICES: 2** (Barcelona and Roma)
- **PRICE:**  
International price of Google and the television Satellite channel Euronews  
«[Euronews Business Awards](#)» .



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Orientalmente **WORLDWIDE** the Euronews Business Awards



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**THANK YOU FOR YOUR ATTENTION**

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