

CHAPTER 1

Introduction

1.1 Research Background

1.1.1 Education in the World and in China

With society developments, information and knowledge become the most competitive power in the 21st century, instead of labor, money, machine and material in the previous centuries. Thus, society turns into a knowledge-based society, which means that knowledge is the tool that people used to get tangible and intangible values.

Education, as the process of acquiring knowledge, skills, values, beliefs and habits, is given a lot of attention by the world. And why is education so important? Education is the fundamental rights of man, and also the principal element in the development of people, society and countries. Dating back to anthropogenesis, people grow up through switching two different roles between educators and educates. To maintain the progress for mankind and society is the main purpose of education. Based on that society demands development, Education can be considered as objective and constituent part of development process, because enhancing human capabilities existed in the critical part of developing. Thailand also regarded education as the backbone for developing country's economy and promoting social harmony.

There are two types of Education: one is formal education from kindergarten to university, which is normally regarded as school education, in which a person could acquire elementary, scientific or social skills; another is non-formal education, usually contains adult basic education in which someone can receive the skills about literacy, social basic skill or job skill and so on.

China, as a developing country, situated in a developing state, undoubtedly put education as an important development position. Education is a fundamental task for the coming generation (Xi, 2013). Educations not only determine human's presence,

but also resolve humanity's future. Human society needs education to cultivate talented person which society needed. Thus, education is the basic solution for mankind to inherit civilization and knowledge which means that used education to acquire knowledge, create new knowledge and explore unknown, to foster the young generation and to create a beautiful life. The development of education industry is the inevitable result of transforming the pattern of economic development and improving people's living standards. And whether education industry can develop or not, it depends on government support or opposition. There is one rule from constitution that the citizen of the People's Republic of China has the rights and obligations to become educated. And, the government should give support and help to citizens who engaged in the education industry. With such rules, Education industry is growing with the help of government and people. There is a report which mentioned that the market size of Chinese Education is hugeness, and it has sustainable growth with year by year. In 2015, the market size of Chinese Education industry is up to 1.64 trillion Yuan, comparing 0.78 trillion Yuan in 2010. The CAGR (Compound Average Growth Rate) reaches at 16.1%. And it can be predicted the market size of Chinese Education industry in 2020, which will come up to 2.92 trillion Yuan, and the CAGR is 12.2% between 2015 to 2020. Chinese Education's market size presents a continually growing trend (Figure 1.1).

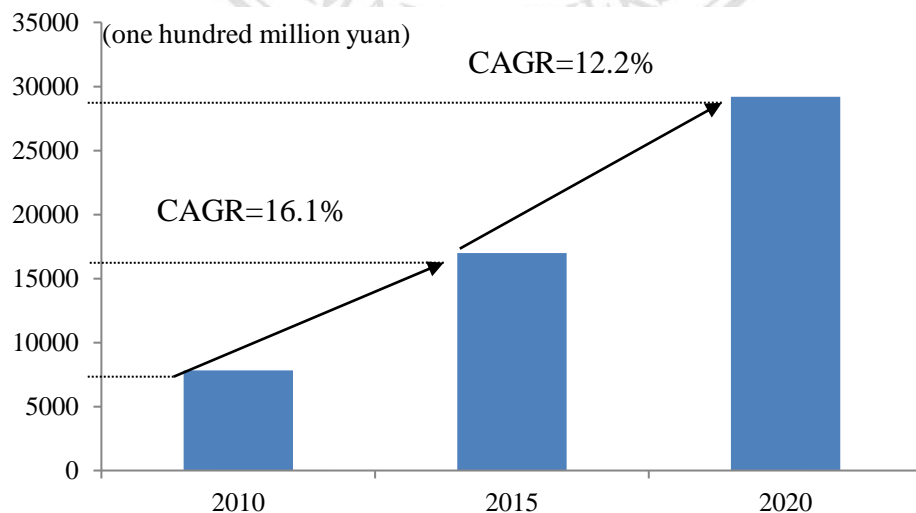


Figure 1.1 The Whole Market Size of Chinese Education (CY306, 2016)

1.1.2 K12 in the World and in China

There is a professional word, which is the generic term of the education stage from kindergarten to high schools, K12 Education emerges.

The term of K12 refers to scholastic stage from kindergarten (the “K”) through high school (12th grade in many countries) (Adam & Huang, 2017). K twelve, K through twelve or K to twelve, are the other name of K12. In the United States, Canada, Ecuador, South Korea, Turkey, Philippines, Egypt, Australia, Afghanistan, India and Iran, K12 can be collectively called as state-sponsored school education before attend university schooling. Thus, the goal of K12 education is providing children acquiring the basic knowledge and skills, and assisting them to adapt the environment of studying in higher education or living in society.

In view of the aim of K12 Education is setting out to cultivate students’ skill of commonly used academic, which involves reading comprehension, writing capability, investigation ability, and presentation competence, British Columbia high school students will accept at some point (Heslop, 2016). In the Philippines, the K12 makes preparations for young Filipinos students to get a promising future, by fitting out fundamental education with international standards (Gulfnews, 2013).

Hence, K12 Education, as the chiefly stage of Education, can be deemed to be the priority among priorities part of countries’ development.

In consideration of the importance of Education in China, it rationalises to comprehend the Education System in China (Figure 1.2). As for the educational system of China, it can be seen that K12 Education in China is the education stage from preschool education to high school education.

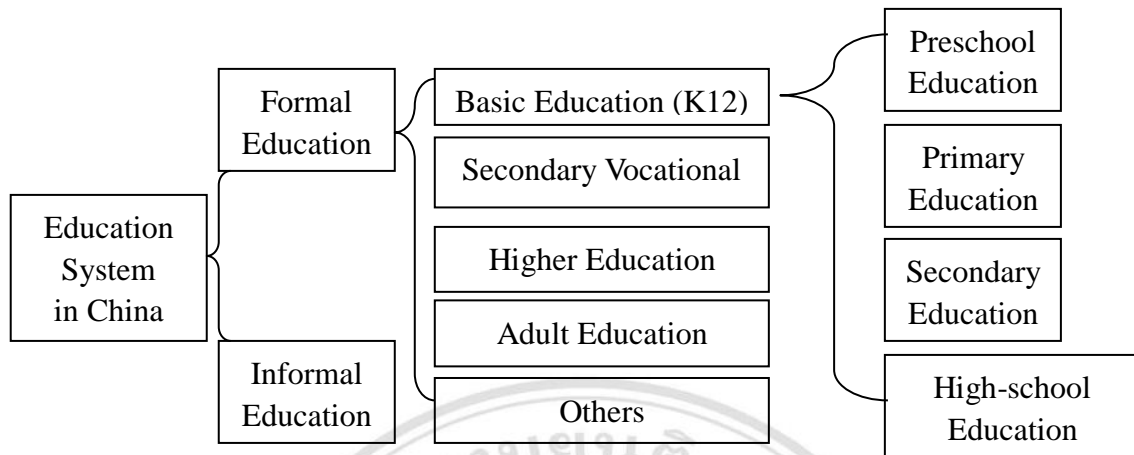


Figure 1.2 Education System in China

As there is an investigation mentioned about the market size of the whole Chinese Education industry before, there is also one report indicates the market size of Chinese fundamental education which is K12 Education accounts, nearly 50% proportion of the whole Education Market. In 2017, the total market size of Chinese Education industry is 2.24 trillion Yuan, and the K12 Education accounts 680 billion Yuan (Figure 1.3).

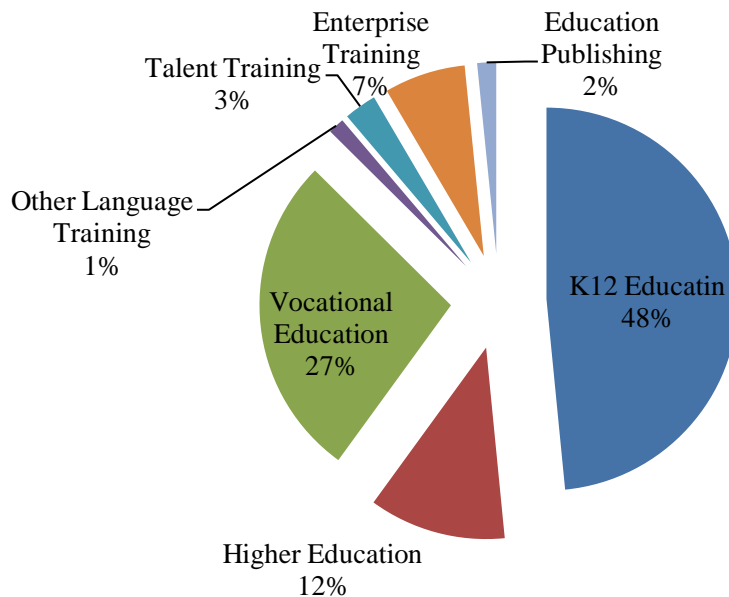


Figure 1.3 The Market Size of Chinese Education in 2017 (Qiao, 2017)

And according to the data from the National Bureau of Statistics, the students' enrollment of China in 2016 is: Kindergarten accounts 18.5%, Primary school accounts 41.4%, Secondary school accounts 18.1%, high school accounts 9.9% and higher

education accounts 12.1% (Figure 1.4). From the data, the cumulative proportion of K12 stages' students' enrollment is up to 87.9%. Combined all the data from the report, it demonstrates the importance of K12 Education in China.

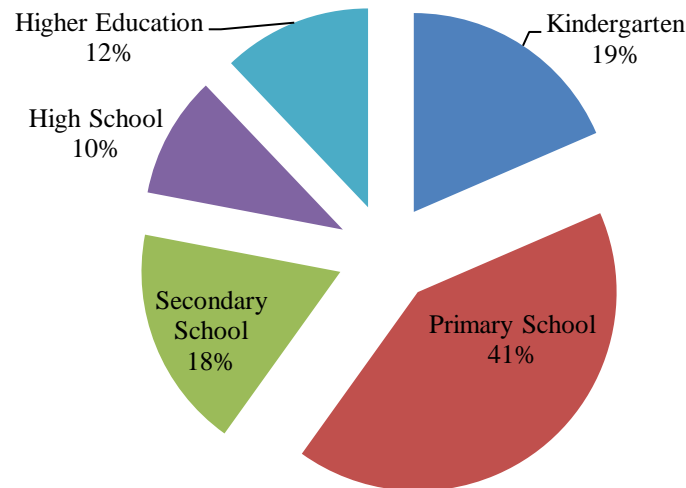


Figure 1.4 Students Enrollment of China in 2016 (Dai, 2018)

1.1.3 K12 Training Center and Small-scale Training Center in China

Educational training, which is an important part of the education industry, increases rapidly. And the sub-sector of educational training can be divided into three parts, which are vocational training, exam training and K12 training. In 2015, educational training accounts to 40.5% (665.9 billion Yuan) of whole education industries, and the data will increase into 51.2% in 2020 (Figure 1.5). And comparing the CAGR between whole education industry and educational training, the educational training's rate of increase is faster than the whole.

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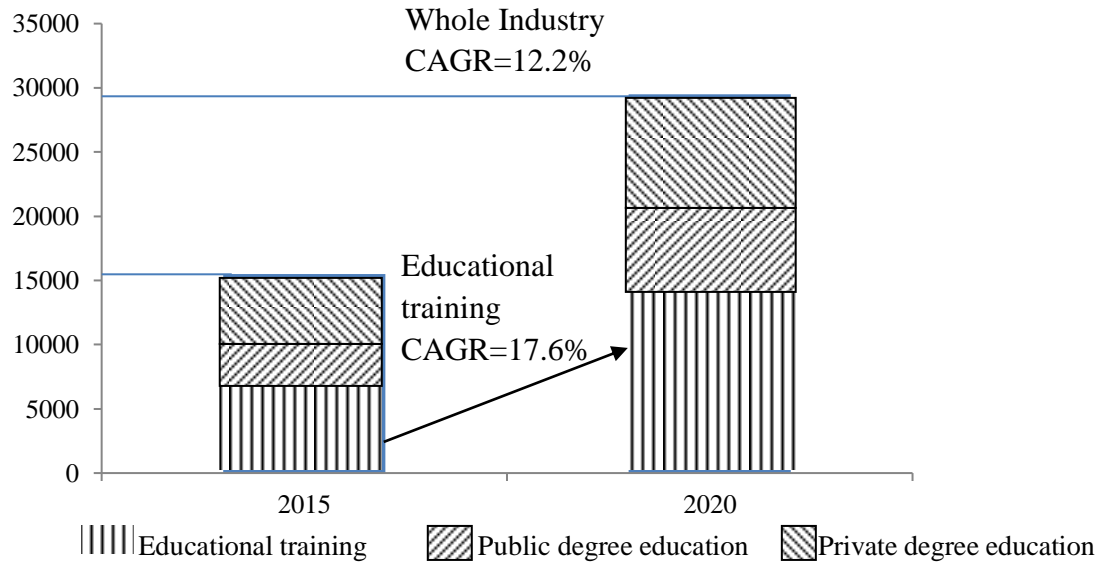


Figure 1.5 The Increase Rate of Education Industry (CY306, 2016)

During Fifth Plenary Session of the 18th central committee of Chinese Communist Party, the “two-child” policy is mentioned. Two-child policy is a policy that allowed couples who meet the requirements have the rights to have a second child if they want.

After “two-child” policy has been promulgated in China, the population of pre-school education’s the number of school-age children will newly increased 6 million in 2019, and it will add 11 million of children to go to school in 2020 (Yang, 2016) (Figure 1.6). According to a predication, the primary school-age population have to peak 101,850,000 in 2025 (Yao, 2015).

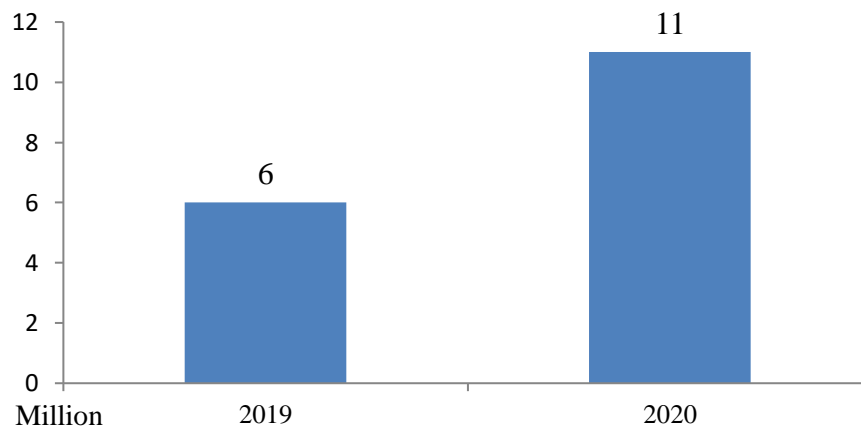


Figure 1.6 The increasing number of School-age children (Yang, 2016)

The influence of “two-child” policy is that the increasing number of children leads to the shortage of educational resources. This kind of shortage in public school brings about the prosperity of training center (Bao, 2017).

In view of the degree of attention of K12 Education, the K12’s large proportion of students enrollment and shortage of public school education, people are not only satisfied with in-school K12 Education. In order that children can get a decent education, parents not only let students attend public school as federal requirements, but also register some K12 training center to booster children’s learning outcome in weekend. Thus, K12 training center emerges as time required.

The definition of training center can be explained like a place where people require knowledge or skill through teaching or training for their own purpose. And in China, training center in education, refers to a place that holding a class outside of school to impart knowledge, exercise skill or improve grades for students with different purpose. K12 training center, in China, is a training center which provides K12 curriculum, which are Chinese, Math and English as the normal class, training for students between primary to high school to improve their grade.

In China, there existed lots of training center, such as outside school training, talented training, vocational training and so on, but outside school training center occupies a large proportion. Among outside school training center, K12 training center accounts for a considerable proportion (Figure 1.7).

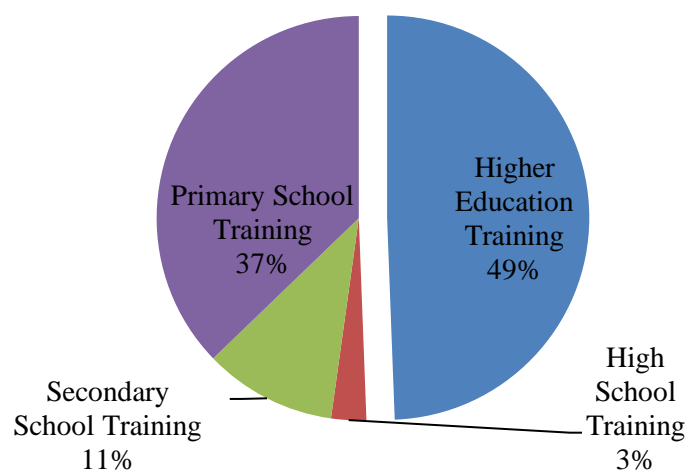


Figure 1.7 Number Contrast of Different Training Center in China (Dai, 2016)

With the rapid raising of K12 training center, more and more Chinese parents paid attention to children's Education (97% of them recognize on it), which means that they are willing to send their child to study in K12 training center (Figure 1.8).

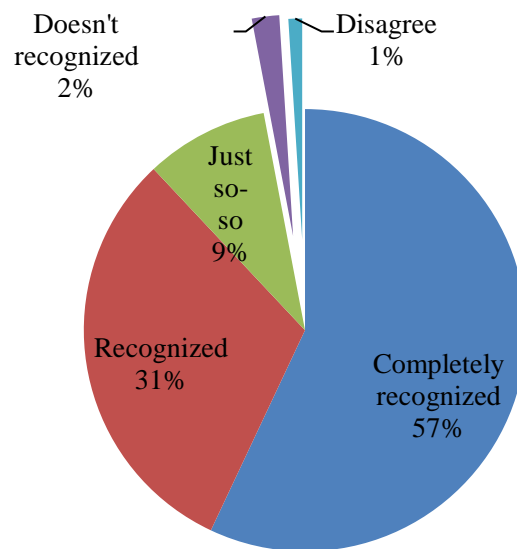


Figure 1.8 The Recognition from Chinese parents of the importance of K12 Training center in 2016 (Zheng, 2016)

Since there are three main courses of K12 Education in China, which are Chinese, Math and English, Chinese parents and investors paid more attention on English training, not only to increase students' English grade, but also to foster children's English skill, with the increasing importance of English in China. English as the major international language in the world, has a solid mass base which is more than one third of the world's population speak English. Thus, more than 70% of K12 parents want their child to join English training. And it is obvious that Chinese parents are willing to spend money on their children's English training (Figure 1.9).

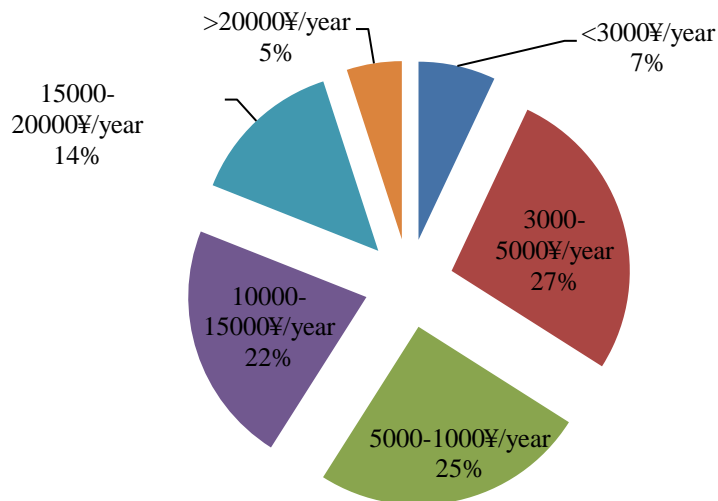


Figure 1.9 How much do Chinese parents want to invest in children's English learning? (Zheng, 2016)

With the prevalence of the small-scale K12 English training center, Chinese parents have some expectation about sending their children to training center. 57 percent of them would like to cultivate an interest in English for their child in order to improve their English skill through learning (Figure 1.10). 29 percent of parents want their child to consolidate the course learning from school. And fourteen percent of them are willing to do some preparation for their child to attend the upcoming college entrance examination.

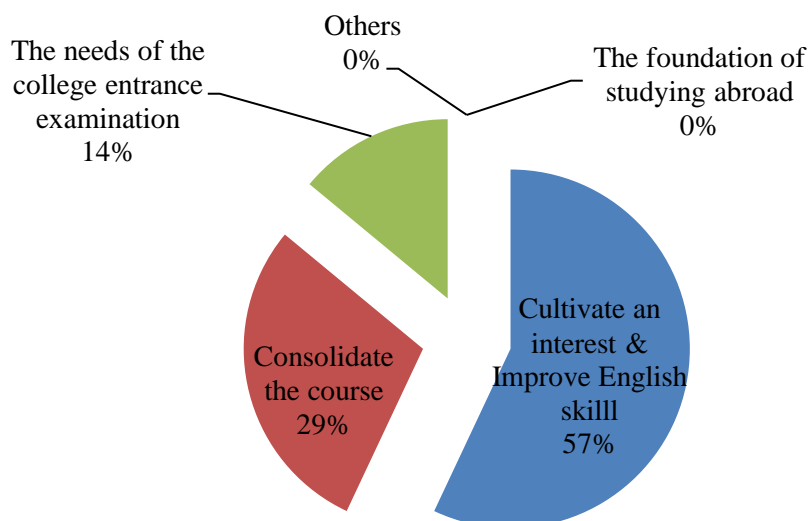


Figure 1.10 The Aim of Training K12 English (Wen Juanxing, 2017)

With the colossal development space of K12 training center, and having the large mass base, K12 training center flourish with three different scales, which are large-scale, medium-scale and small-scale. And the way of distinguishing the three scales can be the annual revenue and staff number. Small-scale training center is the organization which has annual revenue below 3.5 million Yuan per year and staff from 10 to 100. Medium-scale training center is the organization which has annual revenue between 3.5 million to 10 million Yuan per year and staff from 100 to 300. And the big training center is the organization which has annual revenue of more than 10 million Yuan per year and staff's number more than 300. As there are three parts of K 12 English training centers, the market shares of them can not be ignored. Based on the result of investigation, 86% of market shares are small-scale K12 English training center, and the rest are medium and large scale (Figure 1.11).

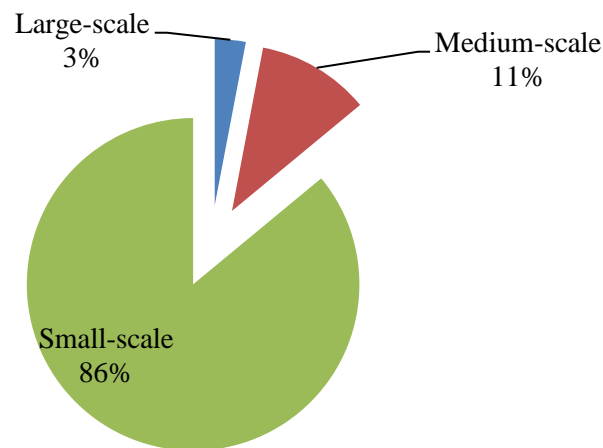


Figure 1.11 The Market Shares of K12 English Training Center (Beifang, 2017)

In conclusion, K12 English training center has the huge market in China, because English is the major course that Chinese emphasized on and it is a world language, and English is the most valued course that Chinese parents are willing to pay for. And among different scale of K12 English training centers, small-scale training center has the most of the advantage of comparing with the two others, because of the vast majority of market shares.

1.1.4 The Problem of K12 Small-scale Training Center in China

With the prosperous of small-scale K12 English training center, the problem of them slowly emerges with time went by. The key success factor that a training center having the competence to attract parents' attention is the teacher's teaching quality (Figure 1.12). And teachers in training centers are the direct provider of training centers' service, which has great influence on organization's development. Thus, with the help of teaching's training to improve teachers' teaching quality is of great importance. There is one document from the state council of the CPC central committee, which mentioned that teachers are the primary resource for education development, and it is the cornerstone of people's happiness life, nation's rejuvenation and nation's prosperity and strength. Thus, to improve the construction of teachers becomes particularly important.

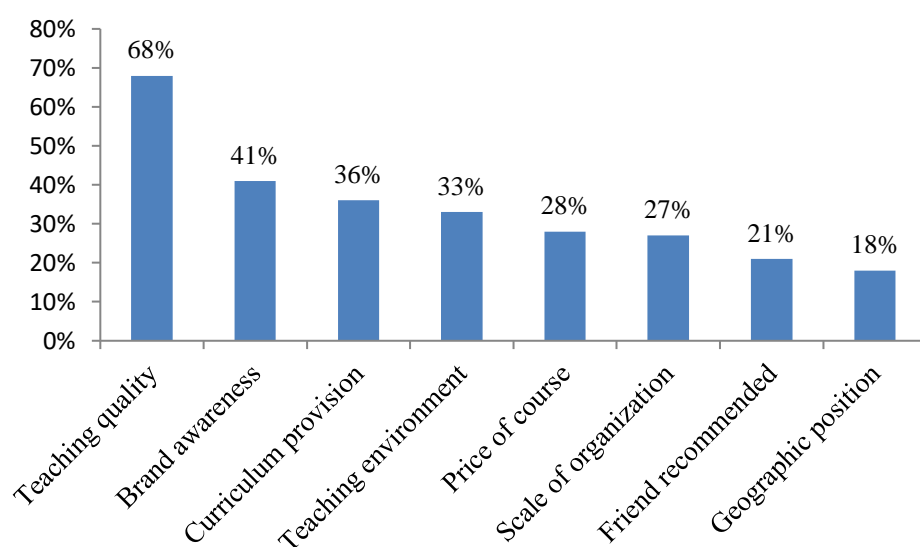


Figure 1.12 The key factors for parents to choose a training center
(The Chinese Society of Education, 2017)

The existed teachers' training model is demonstration experienced teachers class and collective teaching only. But talking about the existed training model for teachers in training center, teachers are not satisfied with it (Figure 1.13). From the report it can be seen that there are about 74 % of teachers are not satisfied with the existed training model.

Taking into consideration that the importance of teachers' teaching quality for a K12 training center, and the unsatisfactory of teachers about existed training model, it is especially crucial to improve the teachers' training process.

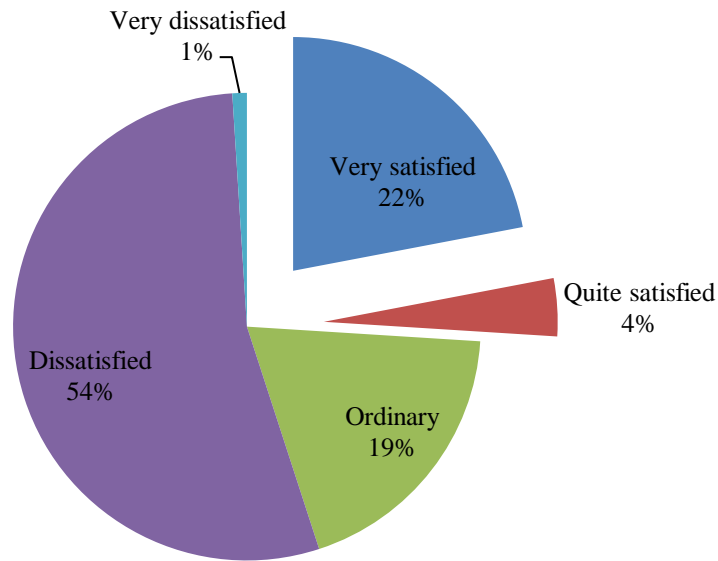


Figure 1.13 The satisfaction about training model in training center
(The Chinese Society of Education, 2017)

1.2 Develop a Case-study

1.2.1 Information of Morejoy Education

Morejoy Education born at the right time when seeing the big potential of K12 small-scale training center. It is an epitome of K12 small-scale training center. Since that large and medium scale training center laid emphasis on students and parents who lived in the main district of Chongqing, the market size of small-scale training is the districts and counties except main urban zone of Chongqing.

Morejoy Education is a K12 training center which mainly provides English training class to cultivate students' interest and improve students' English skill, and at the same time, provides Math and Chinese composition classes' subsidiary. Morejoy Education is a group which builds lots of training center in different districts of Chongqing, but every training center is run by the principal or manager only. And headquarter training center of Morejoy Education is in Rongchang, Chongqing. There are eight branches of Morejoy Education except the headquarter (Figure 1.14).

Table 1.1 The list of four experienced English teachers

| Name | Age | Teaching experience and period | Graduate institution | Major | Degree |
|-------------|------------|---|--|--------------|---------------|
| Miss A | 32 | 2 years in another training center; 5 years in Morejoy; (7 years) | Southwest University | English | Bachelor |
| Miss B | 30 | 1 year in another training center; 5 years in Morejoy; (5 years) | Chongqing Normal University | English | Bachelor |
| Miss C | 32 | 7 years in Morejoy (7 years) | Chongqing Normal University | English | Bachelor |
| Miss D | 35 | 10 year in Morejoy (10 years) | Sichuan International Studies University | English | Bachelor |

Table 1.2 The list of seven zero-year experienced English teachers

| Name | Age | Teaching experience | Graduate institution | Major | Degree |
|-------------|------------|----------------------------|---|--------------|---------------|
| Mr. W | 25 | None | Xi'an Fanyi University | English | Bachelor |
| Mr. F | 24 | None | Chengdu Institue SISU | English | Bachelor |
| Mr. G | 25 | None | Chongqing Normal University | English | Bachelor |
| Miss H | 25 | None | Chongqing Normal University | English | Bachelor |
| Miss I | 26 | None | Sichuan International Studies University | English | Master |
| Miss J | 23 | None | Chongqing University | English | Bachelor |
| Miss K | 24 | None | Chongqing Nanfang Translation College of SISU | English | Bachelor |

From the information of all English teachers, it can be seen that experienced teachers have at least 5 years teaching experience in training center, on the contrary, zero-year experienced teachers do not have any related teaching experience.

It has 2 Math teachers, 2 Chinese teachers (Table 1.3) and 14 course consultant staffs (Table 1.4).

Table 1.3 The list of Chinese and Math teachers

| Name | Age | Teaching experience | Graduate institution | Major | Degree |
|-------------|------------|--|-----------------------------|--------------|----------------|
| Miss L | 30 | 1 year in another training center; 5 years in Morejoy; (5 years) | Chongqing Normal University | Math | Junior College |
| Miss M | 33 | 6 years in Morejoy; (6 years) | Chongqing Normal University | Math | Bachelor |
| Miss N | 34 | 3 years in public school; 4 years in Morejoy; (7 years) | Chongqing Normal University | Chinese | Master |
| Miss O | 32 | 6 years in Morejoy; (6 years) | Chongqing Normal University | Chinese | Junior College |

The Math and Chinese teachers are professional through their teaching experience. Because Morejoy Education put English as the main curriculum, there is no heavy demand for Chinese and Math teachers; thus, training center does not need to recruit zero-year experienced Math and Chinese teachers.

Table 1.4 The list of course consultant staffs

| Name | Age | Education background | Job |
|-------------|------------|-----------------------------|-------------------|
| Mr. Cui | 28 | Junior College | Course consultant |
| Mr. Guo | 28 | Junior College | Course consultant |
| Mr. Tang | 25 | Junior College | Course consultant |
| Miss Qi | 26 | High school | Course consultant |
| Miss Ma | 27 | Junior College | Course consultant |
| Miss Fang | 22 | Junior College | Course consultant |
| Miss Bi | 30 | High school | Course consultant |
| Miss Yu | 32 | Junior College | Course consultant |
| Miss Su | 30 | High school | Course consultant |
| Miss Dong | 31 | Junior College | Course consultant |
| Miss Lv | 29 | High school | Course consultant |
| Miss Wei | 28 | Junior College | Course consultant |
| Miss Lu | 28 | Junior College | Course consultant |
| Miss Wu | 33 | Junior College | Course consultant |

The job of course consultant staffs is recruiting students to attend a training school and provide suitable teachers and suitable courses to meet students' and parents need.

Morejoy Education provides English, Chinese and Math courses for students from primary school to high school. There are 10 English classes (Table 1.5), 4 Math classes, 2 Chinese classes and someone individual English classes (which is one teacher teaches one student in on class). In each class, there are at most 15 students in one classroom (Table 1.6).

Table 1.5 Number of English classes in Morejoy Education

| English classes | Number of class |
|------------------------------|------------------------|
| English phonetic alphabet | 5 |
| Primary New Concept English | 2 |
| Middle New Concept English | 2 |
| Advanced New Concept English | 1 |

Table 1.6 The number of Math and Chinese Classes

| Math Classes | Number of class |
|------------------------|------------------------|
| Primary Level | 2 |
| Middle level | 1 |
| Advanced level | 1 |
| Chinese Classes | Number of class |
| 5th Level | 1 |
| 6th Level | 1 |

And the work schedule of Morejoy Education can be divided into three parts: first one winter vacation, in which students will have about 1 and half months of break, thus, students will have 15 days to attend in training center because of Chinese Lunar New Year; second one is summer vacation, during this time, students will have at least two months of break, which means that the training center can carry out two teaching plan in each month. And both of two semesters have 16 days to learn, and both students and teachers will take a break on Sunday. And the final part is around February to June and September to December, in which students should attend public school and have to break in every Saturday and Sunday. Thus, there will be some course on Saturday and Sunday for students to learn (Table 1.7).

Table 1.7 Work schedule of Morejoy Education in Rongchang

| Month | Mon. | Tues. | Wed. | Thurs. | Fri. | Sat. | Sun. |
|------------------|---|-------|------|--------|------|--|------|
| January-February | Winter vacation: Have continuous 15 days teaching Experienced teachers hold classes Zero-year experienced teachers do as teaching assistant | | | | | | |
| March | Students study in public school Usually from 8 a.m. to 16 p.m. Zero-year Experienced teachers tutor students homework after 16 p.m. | | | | | Experienced teachers hold classes from 8 a.m. to 20 p.m. | |
| April | | | | | | | |
| May | | | | | | | |
| June | | | | | | | |

Table 1.7 Work schedule of Morejoy Education in Rongchang

| Month | Mon. | Tues. | Wed. | Thurs. | Fri. | Sat. | Sun. |
|-----------------------|--|-------|------|--------|------|------|------|
| July | Summer vacation Have two teaching semesters and each one has 16 classes and has break in every Sunday First semester: Experienced teachers hold classes | | | | | | |
| August | Second semester: some zero-year experienced teachers hold classes | | | | | | |
| September to December | The same as March to June | | | | | | |

The English textbook that Morejoy Education chooses is New Concept English. There are three advantages of New Concept English that worth to use: the first one is the system principle means that the curriculum starts from zero base, which is suitable for all beginners, especially primary school students; second is the replication principle which focused on repetition training on listening, speaking, reading and writing, aims to improve English skill by all-around; the last but not least, the final principle is culture principle in which articles are microcosm of British culture.

1.2.2 The Problem of Morejoy Education

In light of the common problem that K12 training center meets is a teachers' training process is barely satisfactory. Research through interview 4 experienced English teachers and 7 zero-year experienced English teachers about their opinion of the existed teachers' training process, it can conclude that large majority of English teachers are not satisfied with the existed training process. The existed teachers' training process of Morejoy Education is a demonstration. There are some steps of the demonstration. The first step is zero-year experienced teachers are recruited into Morejoy Education and then they become reserve teachers which mean that they have a chance to be a teacher who can hold the real English class for students. Then, zero-year experienced teachers can be based on the teaching schedule of experienced teachers to attend the teaching class, sit behind the classroom, observe the teaching process and take some notes if it is necessary. During this step, there is no time and frequency to require zero-year experienced teachers to attend. Next step is when

zero-year experienced teachers realize themselves are qualified. They need to communicate with the manager to plan a trial lecture for them. And manager will invite one to more experienced teachers based on their working schedule to attend the trial lecture. The last step is experienced teachers will be based on the assessment form of teachers' basic teaching ability to give an evaluation to zero-year experienced teachers. If the evaluation is a pass, the zero-year experienced teachers can hold the real English class like what experienced teachers do; if not pass, zero-year experienced teachers will demonstration more. And the reason that teachers are not satisfied is zero-year experienced teachers can hardly improve teaching ability with the help of existed teachers' training process. The disqualified zero-year experienced teachers will hold class when experienced teachers taking a vacation, some emergence or the serious imbalance between teachers and students, which means there are many students, but there do not have enough teachers to hold class, which will influence students learning the outcome. Thus, it will result that parents are not satisfied with teachers and training center, thereby, parents will choose other training centers for instead.

Taking into consideration that the existed teachers' training process cannot improve zero-year experienced teachers teaching ability, which will influence students' learning outcome and parents choice, to come up with an appropriate training process for Morejoy Education is extremely urgent.

1.3 Research Question

- 1) What's the aim of teachers' training?
- 2) What kind of training form that teachers' prefer?

1.4 Research Objective

- 1) To build an appropriate teachers' training process for zero-year experienced teachers in small-scale training center to improve their teaching ability.
- 2) To compare students' English score of experienced teachers class to zero-year experienced teachers' class.

1.5 Benefits and Significance of the Research

1.5.1 The Influence of Teachers' Teaching Quality

English teachers' teaching quality as the external factor of the students' learning outcome should not be ignored. Students who are at the stage of K12 Education and especially primary school, are at the important stage of intellectual and mental development. Thus, teachers' teaching quality will directly affect students' learning results.

1.5.2 The Benefits of Building an Appropriate Teachers' Training Process

An appropriate teachers' training process will satisfy teachers' need for training, and teachers' teaching quality will be improved through using this process. Students as the direct beneficiaries of the training center will enhance their capacity of English skill, with the improving of English teachers' teaching quality. If students' learning outcome enhanced, parents will express certainty about the training center, which means that the training center will have a good reputation among parents. Thus, students resources of Morejoy Education are no longer a problem. And there are 8 branches of Morejoy Education, the gains will be substantial.

Besides, there existed a huge market of the small-scale training center. If one training center has benefited from teachers' training process, others will follow. Hence, teachers' teaching quality of the entire small-scale training center will be expected to increase, and the majority of students' learning outcome will improve also. The entire small-scale training center will gain a high reputation at the same time.

Based on the influence of "two-child" policy, to build an appropriate teachers' training process not only improve teachers' teaching quality, but also provide favorable conditions for children to study, which could fill the insufficient of public school education when facing with booming number of school-age children.