

# Research Report on Online Vocational Education & Training Industry in China, 2011-2020

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## Abstracts

### Description

Online education in China grows with the development of Internet. In terms of its development course, the main form of online education at early stage is distance learning platform, such as the Koolearn of New Oriental Group put into operation in 2001, which symbolized the beginning of traditional training institutions entering online education market. Later other training institutions followed suit. Through integrating existing resources, they managed to launch diversified online educational products.

Vocational education is a kind of education to endow the educatee with certain knowledge and skills required by their professions through schooling or occupational training. According to the service objects of vocational education, there are two kinds of clients: companies which intend to improve the performance of their employees through training and individuals who want to get themselves prepared for future career through improvement of vocational skills.

China's vocational education system covers a diversified range of programs, which can be generally sorted into two categories: education with degree and non- degree learning. Among them, vocational training belongs to the latter one. Vocational training is one of the most fiercely competitive market segments of online education in China nowadays, but it is also seen as the most promising one. At the beginning, online vocational education focused on IT courses, yet in recent years non- IT ones are also on the rise. Courses such as finance, accounting, foreign languages and public servant examination related become the most popular ones as they are aimed at helping the educatee master skills, acquire certificates or pass exams. Compared with offline training classes, online education offers learners higher efficiency, better convenience

as well as a cheaper price.

As long as online courses provide quality teaching with reasonable price, they can attract large numbers of clients because vocational education subscribers have a stronger need for learning, and higher affordability. Meanwhile as educatees' learning effect can be directly seen from their performance at workplace or at related qualification examinations, it is also good for the brand- building and spread of courses among target clients.

Although the overall market size of online vocational education & training in China stood at only a bit more than CNY 4 billion in 2015, the potential for future development is huge. It is estimated that online vocational training will keep an annual growth rate of more than 20% in the years to come.

Through this report, the readers can acquire the following information:

Development Environment of Online Vocational Education & Training Industry in China

Supply and Demand of Online Vocational Education & Training Industry in China

Major Enterprises of Online Vocational Education & Training in China

Competition Status of Online Vocational Education & Training Industry in China

Prospect of Online Vocational Education & Training Industry in China

The following enterprises and people are proposed to purchase this report:

Enterprises in Vocational Education & Training Industry

Affiliated Companies to the Online Vocational Education & Training Industry Chain

Research Institutions/Investors Concerned about Online Vocational Education & Training

## Contents

### **1 RELATED CONCEPTS OF ONLINE VOCATIONAL EDUCATION & TRAINING**

- 1.1 Definition
- 1.2 Classification
  - 1.2.1 Finance and Accounting
  - 1.2.2 Professional Foreign Languages
  - 1.2.3 Engineering and Construction
  - 1.2.4 Law
  - 1.2.5 IT Training
  - 1.2.6 Public Servant Examination
  - 1.2.7 Others
- 1.3 Development Course
- 1.4 Constitution of Industry Chain
- 1.5 Profit Model
  - 1.5.1 Platform Commission
  - 1.5.2 Membership Fees
  - 1.5.3 Content
  - 1.5.4 Advertisement
  - 1.5.5 Value-added Services

### **2 DEVELOPMENT ENVIRONMENT OF ONLINE VOCATIONAL EDUCATION & TRAINING INDUSTRY IN CHINA, 2011-2015**

- 2.1 Economic Environment
  - 2.1.1 Global Economy
  - 2.1.2 Chinese Economy
- 2.2 Internet Environment
  - 2.2.1 Development Status of the Internet
  - 2.2.2 Development Status of Mobile Internet
- 2.3 Policy Environment
  - 2.3.1 Supporting Policies of Chinese Government for Vocational Education
  - 2.3.2 Supporting Policies of Chinese Government for Online Vocational Training
- 2.4 Vocational Education & Training Industry
  - 2.4.1 Offline Vocational Education & Training Industry
  - 2.4.2 Online Vocational Education & Training Industry
- 2.5 Social Environment

### **3 ANALYSIS ON SUPPLY AND DEMAND OF ONLINE VOCATIONAL EDUCATION & TRAINING IN CHINA, 2011-2015**

#### **3.1 Overall Supply Analysis**

##### **3.1.1 Major Suppliers**

##### **3.1.2 Analysis on Supply Structure**

#### **3.2 Overall Demand Analysis**

##### **3.2.1 Demand Fields**

##### **3.2.2 Number of Subscribers**

##### **3.2.3 Market Scale**

#### **3.3 Finance and Accounting Vocational Education**

##### **3.3.1 Vocational Qualifications**

##### **3.3.2 Supply of Online Vocational Education on Finance and Accounting**

##### **3.3.3 Market Demand**

##### **3.3.4 Market Competition**

#### **3.4 Professional Foreign Languages**

##### **3.4.1 Types of Vocational Qualifications**

##### **3.4.2 Supply of Online Vocational Education on Professional Foreign Languages**

### **3. 4.3 MARKET DEMAND**

##### **3.4.4 Market Competition**

#### **3.5 Engineering and Construction**

##### **3.5.1 Types of Vocational Qualifications**

##### **3.5.2 Supply of Online Vocational Education on Engineering and Construction**

##### **3.5.3 Market Demand**

##### **3.5.4 Market Competition**

#### **3.6 Law**

##### **3.6.1 Types of Vocational Qualifications**

##### **3.6.2 Supply of Online Vocational Education on Law**

##### **3.6.3 Market Demand**

##### **3.6.4 Market Competition**

#### **3.7 IT Training**

##### **3.7.1 Types of Vocational Qualifications**

##### **3.7.2 Supply of Online Vocational Education on IT Training**

##### **3.7.3 Market Demand**

##### **3.7.4 Market Competition**

#### **3.8 Public Servant Examination**

##### **3.8.1 Job Categories and Enrollments of Public Servant**

- 3.8.2 Supply of Training on Public Servant Examination
- 3.8.3 Market Demand
- 3.8.4 Market Competition
- 3.9 Others

## **4 ANALYSIS ON UPSTREAM AND DOWNSTREAM INDUSTRY CHAIN OF ONLINE VOCATIONAL EDUCATION & TRAINING IN CHINA, 2011-2015**

- 4.1 Upstream
  - 4.1.1 Internet Services
  - 4.1.2 Faculty
  - 4.1.3 Analysis of Upstream Costs
- 4.2 Marketing Strategies
  - 4.2.1 Open Courses of Masters
  - 4.2.2 College-Enterprise Cooperation
  - 4.2.3 Platform Association
  - 4.2.4 O2O
- 4.3 Classification of Online Vocational Education Enterprises
  - 4.3.1 Platform-oriented Model
  - 4.3.2 Content-oriented Model
  - 4.3.3 Other Models
- 4.4 Analysis on Subscribers of Online Vocational Education

## **5 MARKET COMPETITION OF ONLINE VOCATIONAL EDUCATION & TRAINING IN CHINA, 2001-2015**

- 5.1 Barriers to Entry
  - 5.1.1 Capital Barriers
  - 5.1.2 Brand Barriers
  - 5.1.3 Technical Barriers
  - 5.1.4 Other Barriers
- 5.2 Analysis on Market Competition Structure
  - 5.2.1 Bargaining Power of Upstream Suppliers
  - 5.2.2 Bargaining Power of Clients
  - 5.2.3 Competition inner the Industry
  - 5.2.4 Threats from Potential Entrants
  - 5.2.5 Substitute

## **6 ANALYSIS ON MAJOR ENTERPRISES IN ONLINE VOCATIONAL EDUCATION &**

## **TRAINING INDUSTRY IN CHINA, 2015-2016**

### **6.1 Major Enterprises in Online Finance and Accounting Training in China, 2014-2015**

#### **6.1.1 Company**

Company Profile

Operation Status

SWOT Analysis

#### **6.1.2 Company**

#### **6.1.3 Company**

#### **6.1.4 Company**

#### **6.1.5 Company**

### **6.2 Major Enterprises in Online Professional Foreign Languages Training in China, 2015-2016**

#### **6.2.1 Company**

Company Profile

Operation Status

SWOT Analysis

#### **6.2.2 Company**

#### **6.2.3 Company**

#### **6.2.4 Company**

#### **6.2.5 Company**

### **6.3 Major Enterprises in Online Engineering and Construction Training in China, 2015-2016**

### **6.4 Major Enterprises in Online Legal Training in China, 2015-2016**

### **6.5 Major Enterprises in Online IT Training in China, 2015-2016**

### **6.6 Major Enterprises in Online Public Servant Examination Training in China, 2015-2016**

## **7 PROSPECT OF ONLINE VOCATIONAL EDUCATION & TRAINING INDUSTRY, 2016-2020**

### **7.1 Analysis on Factors Influencing Development of the Industry**

#### **7.1.1 Driving Factors**

#### **7.1.2 Potential Risks**

### **7.2 Forecast on Supply in Online Vocational Education & Training Industry in China, 2016-2020**

#### **7.2.1 Overview of Supply**

#### **7.2.2 Segments of Supply Field**

Finance and Accounting Vocational Education

Professional Foreign Languages

Engineering and Construction

Law

IT Training

Public Servant Examination

Others

### 7.3 Analysis on Demand in Online Vocational Education & Training Industry in China, 2016-2020

#### 7.3.1 Overview of Demand

#### 7.3.2 Segments of Demand Field

Finance and Accounting Vocational Education

Professional Foreign Languages

Engineering and Construction

Law

IT Training

Public Servant Examination

Others

### 7.4 Forecast on Competition in Online Vocational Education & Training Industry in China, 2016-2020

## Selected Charts

### SELECTED CHARTS

Chart Constitution of Online Vocational Education Industry Chain

Chart Number of Chinese Netizen, 2005-2015

Chart Market Size of Online Vocational IT Training in China, 2011-2015

Chart Enrollments of Public Servants in China, 2011-2015

Chart Market Size of Online Public Servant Examination Training in China, 2011-2015

Chart Market Size of Online Vocational Education & Training in China, 2011-2015

Chart Profit Model of Online Vocational Education in China

Chart Classification on Skills & Techniques of Vocational and Technical Education

Chart Forecast on Market Size of Online Vocational Education & Training in China, 2016-2020



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