



Chinese Language Service



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I. Chinese Program of ChinesePlus / Continental Han Feng Network Technology (Beijing) Co., Ltd.

Company Profile

Continental Han Feng Network Technology (Beijing) Co., Ltd. (hereinafter referred to as "Continental Network") as a wholly-owned enterprise directly under the Center for Language Education and Cooperation (CLEC) of the Ministry of Education, is committed to providing high-quality products and services for people all over the world to learn Chinese and understand Chinese culture, career advancement and development opportunities for teachers and educators at home and abroad engaged in international Chinese education, as well as a platform for the Chinese + career development of youth in the countries and regions along the Belt and Road Initiative.

Established on March 26, 2020, the "ChinesePlus" is a digital cloud service platform jointly developed by over 20 organizations, including Continental Han Feng Network Technology (Beijing) Co., Ltd., Chinese Test International Education Technology (Beijing) Co., Ltd., Alibaba DingTalk, Japan Youth Development Association, British Chinese Language Teaching Society, and Confucius Institute at Khon Kaen University, Thailand. This is in order for overcoming the epidemic, and uses the internet to support international Chinese teaching, learning, and testing.

The "ChinesePlus" platform aims to incorporate global partnerships, courses, technologies, products and services among other resources to provide online teaching and educational support for schools, institutions, teachers and learners engaged in international Chinese education.

1. ChinesePlus platform

The ChinesePlus is committed to building a first-class online teaching platform for international Chinese education, and has developed a digital cloud service teaching platform characterized by a portfolio of multi-scenario and live classes. The platform has become a replicable and expandable platform integrating MOOC, micro classes and live classes, Chinese learning, Chinese culture, China's national conditions, Chinese + vocational education, curriculum training, test services, teaching management, Chinese teacher development and other services, as well as a variety of resource tools such as international Chinese textbook compilation guide, international Chinese teaching resource case base, ChinesePlus App and client, Online Chinese Language Classroom App in one. It is also the largest international Chinese education network platform in the world. www.chineseplus.net



2. Supporting global international Chinese education

In response to the challenges posed by the pandemic for international Chinese education and cultural exchange with foreign countries, the ChinesePlus launched a series of online teaching activities, and opened more than 6,000 class-hour Chinese learning on-demand for free at its platform. It also developed large-scale free online Chinese teaching courses to the teachers and students around the world by organizing experts at home and abroad. As of now, more than 5,000 class hours of Chinese language training have been provided for foreign and local Chinese teachers, and more than 3,000 class hours of online courses have been provided for Chinese language learners from all over the world, with online live class participation of more than 570,000 students across the globe.

3. "Online Chinese Language Classroom" brand projects

"Online Chinese Language Classroom" adopts a classroom management system and a remote "live class + tutoring" model to provide standardized, high-quality online Chinese education services for learners and educational institutions around the world.

Founded on October 15, 2020, the world's first "Online Chinese Language Classroom" of ChinesePlus is located in University of the Aegean, Greece. Niki Kerameus, Greek Minister of Education and Religious Affairs, Tian Xuejun, Vice Minister of Education of China, Zhang Qiyue, Chinese ambassador to Greece, and Chris Vaziraki, president of University of the Aegean attended the online launching ceremony. After more than a year of learning, the students of "University of the Aegean - Online Chinese Language Classroom" not only can introduce themselves fluently in Chinese, but have also obtained the good result of the second prize in the "Chinese Bridge" competition.

Up to now, the ChinesePlus has established "Online Chinese Language Classroom" in partnership with VHS Learning in the United States with 60,000 registered users, FutureLearn in

the United Kingdom - the third largest MOOC platform in the world, O.P. Jindal Global University in India, Krirk University in Thailand, Silk Road Business School in France, Stuttgart Chinese Language School in Germany, Universidad a Distancia de Madrid, Bahauddin Zakaria University, Multan in Pakistan and Kent University in the United Kingdom, exploring an innovative mode of combining online and offline for the development of international Chinese education in the post pandemic era.



4. Localized course service platform

To meet the needs of overseas teaching institutions to carry out online teaching and educational administration management, the ChinesePlus has developed a localized course service platform integrating online on-demand, live classes and daily teaching management functions, providing services for the whole process of international Chinese education, including online teaching management, educational administration, information publicity and student status management, as well as efficient and high-quality online integrated management support. The platform has been recognized by many overseas institutions for its customized development based on the characteristics of different Chinese teaching institutions. ChinesePlus has established exclusive course service platforms for more than 70 international Chinese education institutions in more than 40 countries up to date, such as Prince of Songkla University and Phuket Confucius Institute in Thailand, SEGI University College Confucius Institute in Malaysia, Stuttgart Chinese School in Germany, Confucius Institute of University of Battambang Kingdom of Cambodia, HSK Bureau in Korea, and Confucius Institute of University of the Punjab in Pakistan, etc.

II. ChinesePlus Platform Advantages

1. The world's leading cloud service platform for teaching, learning and testing of Chinese courses;
2. Excellent online and offline Chinese courses and services created by professional technical development, operation and maintenance, teaching and educational administration and market operation teams;
3. Successful experience in running "Online Chinese Language Classroom" projects with different scales and needs around the world;
4. With live classes covering more than 6 million users in more than 200 countries in a virtual classroom mode for the whole process;
5. High-quality Chinese curriculum design and teaching services provided by top-notch teachers in the industry;
6. Free accessible 8,000 + class hours of language, cultural MOOC class and micro class resources for students to learn independently in coordination with live classes;
7. HSK formal and model tests services;
8. Successful operation of "winter and summer camps for Chinese language" online activities and "Chinese learning class for diplomatic envoys", "international Chinese teacher training" and other projects.

Our Clients

APSCO (Asia-Pacific Space Cooperation Organization), Instituto Cervantes, consular and embassy staff from various countries, more than 6 million college students, experts and scholars and Chinese learners from more than 200 countries around the world.

Teaching Methods and Characteristics

1. Interactive teaching, intensive teaching and more practice.
2. Emphasize the sentence standard and pay attention to the communication tasks in practical situations.
3. Take students as the center, pay attention to inspiration and guidance, and put teaching in fun.
4. Improve students' listening, speaking, reading and writing abilities in an all-round way by combining examination with teaching.
5. Combination of structure, function and culture.
6. Pay attention to intuition and make full use of modern teaching technology.

The Teachers Degree

Major in International Chinese Education, Fluent in English and other languages, with rich overseas teaching experience.

III. Course Program

Name	Corresponding HSK level	Course content
Comprehensive Chinese 1	HSK1	You are getting accustomed to the sounds and tones of Mandarin. You can exchange very basic information, like greetings, introducing yourself, or leading a small talk around “how old are you?” and “where are you heading for?”. With a vocabulary of 150 words.
Comprehensive Chinese 2	HSK2	You can talk more about yourself, your family, what you like... You can understand certain things as well, but the person you are talking to will probably have to slow down by like 3 times and use very simple words and sentence structure. With a vocabulary of 300 words.
Comprehensive Chinese 3		
Comprehensive Chinese 4	HSK3	You have actually expanded your vocabulary to the point where you depart from simple pointing and naming things to more direct information exchange. It can be asking ways on streets, giving directions to taxi drivers, ordering food and drinks in restaurants, talking about your holidays with friends...and all this is again in a simple language. With a vocabulary of 600 words.
Comprehensive Chinese 5		
Comprehensive Chinese 6		
Comprehensive Chinese 7		
Comprehensive Chinese 8	HSK4	Your vocabulary is wide enough to meet all your needs when dealing with familiar matters and points of personal interests (whether it's at work, at home or in a social gathering). Your speech starts to resemble the one of a sane and cognitively developed person, since from now on you can express your desires, give reasons and explain your ideas. Plus, you begin to understand the native Chinese speakers much better (if they don't have a heavy regional accent, of course). You can deal with most situations likely to arise when traveling in China. With a vocabulary of 1200 words.
Comprehensive Chinese 9		
Comprehensive Chinese 10		
Comprehensive Chinese 11		
Comprehensive Chinese 12		

Comprehensive Chinese 13		
Comprehensive Chinese 14	HSK5	You already can talk with native speakers in Chinese fluently and effectively. But you may still have difficulty in delivering a long speech. You will acquire 1,500 Chinese words.
Comprehensive Chinese 15	HSK6	You will learn 2,500 words written in characters and master HSK Level 6 related grammar. You can understand a wide range of demanding topics, understand implicit meanings, but still have some difficulty in expressing yourself spontaneously, and precisely, and can effectively express yourselves in Chinese, both in written and oral form.

Level standard

HSK	Vocabulary	CEFR
HSK 6	5,000+	C2
HSK 5	2,500	C1
HSK 4	1,200	B2
HSK 3	600	B1
HSK 2	300	A2
HSK 1	150	A1

NOTE: HSK-Adult Chinese Test

(2) Conversational Chinese

A special language skills course designed to develop students' ability to use Chinese in oral communication in daily life. Students can get more chances to practice their spoken Chinese in class.

Optional course	Level	Corresponding compulsory course level
Conversational Chinese	Conversational 1	Comprehensive 1
	Conversational 2	Comprehensive 2
	Conversational 3	Comprehensive 3
	Conversational 4	Comprehensive 4
	Conversational 5	Comprehensive 5
	Conversational 6	Comprehensive 6
	Conversational 7	Comprehensive 7
	Conversational 8	Comprehensive 8
	Conversational 9	Comprehensive 9

	Conversational 10	Comprehensive 10
	Conversational 11	Comprehensive 11
	Conversational 12	Comprehensive 12
	Conversational 13	Comprehensive 13
	Conversational 14	Comprehensive 14

(3) Customized Course

We can design one-to-one customized course based on your needs and provide customized online and offline daily Chinese courses, business courses, cultural lectures and other courses, flexibly arrange the class time and size, and customize the teaching content according to the actual needs.

1. Chinese Character Class: Chinese characters do not appear in HSK1- 2 exams. In addition, it is indeed a great challenge to learn Chinese characters. Therefore, many learners hope to spend more time in listening, speaking, reading rather than in writing in the primary stage of Chinese learning and fewer Chinese characters are taught in this stage too. However, Chinese characters are an indispensable part of the language. In order to make up for this deficiency, we take this course as an optional course to help beginners who are interested in learning Chinese characters or students who want to improve their skills in this respect.

Optional course	Level	Course content
Chinese Characters	Chinese Characters 1	Basic strokes and stroke order of Chinese characters, as well as 100 components and independent characters in common use.
	Chinese Characters 2	100 components and independent characters in common use.
	Chinese Characters 3	100 components and independent characters in common use.

2. Culture Course: The only course taught in English. This course aims to introduce traditional Chinese code of conduct, social etiquette, customs and behavioral patterns.

Optional course	Course content	
Culture	Chinese culture 1	Religion and beliefs
	Chinese culture 2	Culture and society
	Chinese culture 3	Social etiquette and customs
	Chinese culture 4	Business culture and etiquette
	Chinese culture 5	History
	Chinese culture 6	Contemporary situations

3. Business Chinese Course: This course is mainly to help foreign learners with a certain Chinese level use Chinese appropriately in the context of business communication.

Optional course	Corresponding compulsory course level	
Business Chinese	Business Chinese 1	Comprehensive 4
	Business Chinese 2	Comprehensive 5
	Business Chinese 3	Comprehensive 6
	Business Chinese 4	Comprehensive 7
	Business Chinese 5	Comprehensive 8
	Business Chinese 6	Comprehensive 9
	Business Chinese 7	Comprehensive 10
	Business Chinese 8	Comprehensive 11
	Business Chinese 9	Comprehensive 12
	Business Chinese 10	Comprehensive 13
	Business Chinese 11	Comprehensive 14
	Business Chinese 12	Comprehensive 15

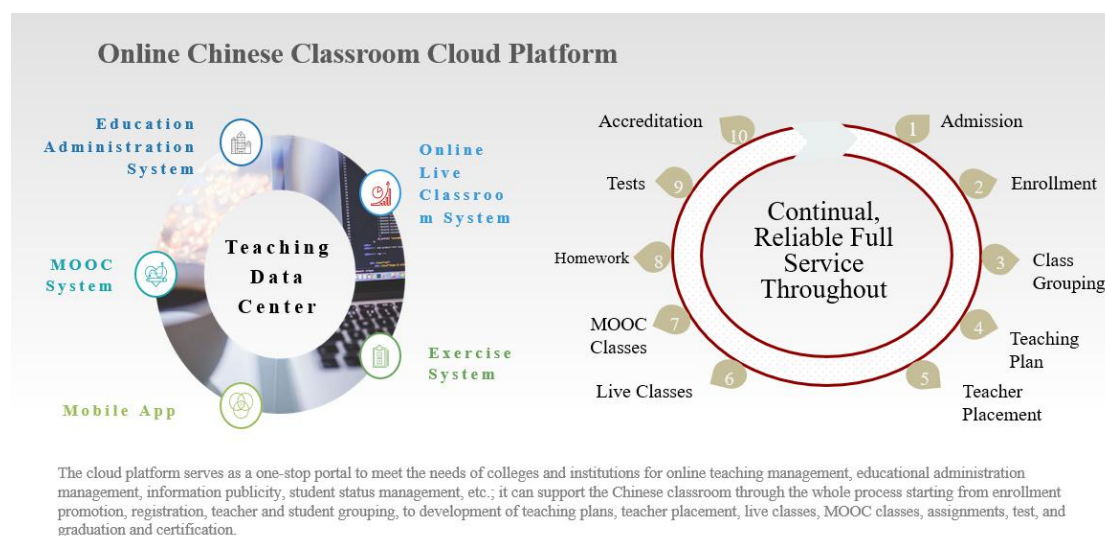
4. HSK Exam Tutorial (1-6): This course aims to help candidates adapt to the form of HSK examination and improve their examination results by explaining model test questions.

Optional course	Course content	
Business Chinese	HSK exam tutorial 1	HSK1 exam tutorial
	HSK exam tutorial 2	HSK2 exam tutorial
	HSK exam tutorial 3	HSK3 exam tutorial
	HSK exam tutorial 4	HSK4 exam tutorial
	HSK exam tutorial 5	HSK5 exam tutorial
	HSK exam tutorial 6	HSK6 exam tutorial

IV. Platform Technology Solutions

Technology platform

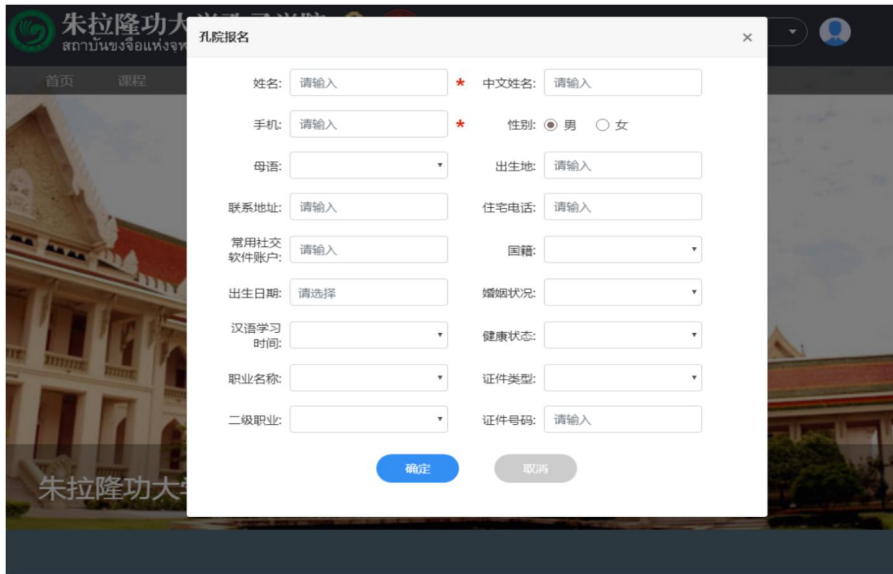
It provides ChinesePlus online teaching cloud platform. ChinesePlus course service platform is a comprehensive service platform integrating online course teaching and daily management functions for colleges and universities. It can multi-functional services for online live broadcast of college teachers and students, on-demand course learning, HSK online examination registration, information management of college teachers and students, daily operation management of colleges and universities, portal display, information release and so on.



The following functions correspond to the required functions in the bidding document:

1. Enrollment management

The ChinesePlus online teaching cloud platform supports online enrollment and online enrollment management functions. Users can submit personal enrollment information and materials online. The management party can review the enrollment information in the backstage.



2. Student management

The platform can record and store information of every student of the school, including student name, identity information, contact information, learning status, etc. Users can view the specific information details of a student, including student information and changes of learning status.

Users can screen and search desired information records according to the specific items in the list.

New students can be added and entered according to the student information items provided by the system. New students can be automatically registered as student user of the system at the time of admission.

Students' academic information can be recorded according to the changes of students' learning status, and the information can be updated with the change of their school performances.

Student information code can be generated as Student ID card for class attendance.

Student tags can be set to quickly search students with certain characteristics. The tags can be edited by college users.

A blacklist of students can be set to make special marks for students who affect the normal operation of the school.



3. Teacher management

The platform records various teacher's information of the school, including teacher's name, category (dean, local, government-funded, volunteer, public administrator, etc.), identity information, contact information, teaching status, etc. Users can click and view the specific information a teacher in detail.

Users can screen and search desired information records according to the items in the list.

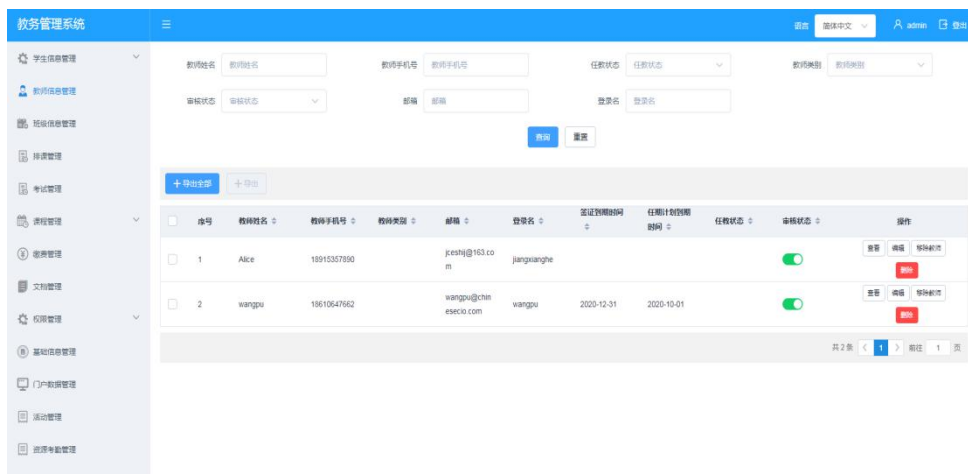
New teacher can be added and entered according to the teacher's information provided by the system. New teachers can be automatically registered as teacher users of the system at the time of employment.

Teachers' teaching performances can be recorded and updated along with the changes of their conduct while teaching at the school.

4. Class management

The platform can record information of every class in the school, including class name, category, class starting and ending time, class status, etc. Users can click and view specific information of a class.

Specific information of a class includes information about the students, teachers, course scheduling, class property, class performances, etc. Class members can be tagged. Students are allowed to shift classes.

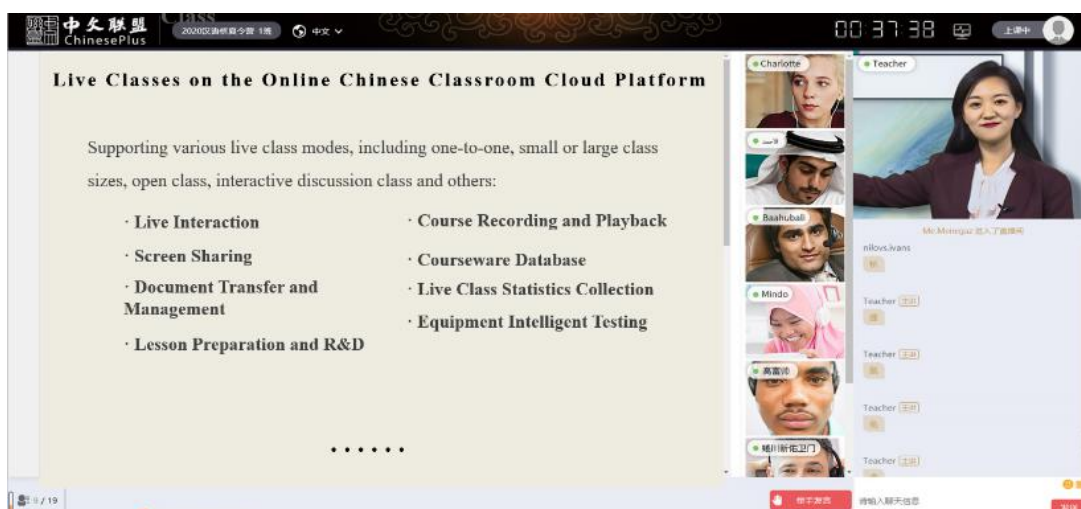


5. MOOC classes

MOOC classes are opened. Users can view the detailed data of all courses and corresponding courses under the teaching institution. Online courses can be listed and removed. The listed online course will appear on the portal, and the administrator can recommend course in the backstage to make it appear on the home page. Users can display the list page of live classes created by the platform, add a customized teaching calendar, display the resource attendance data management created by the platform, and export the list page of resource attendance data.

6. Live classes

Live classes are opened. Users can view the detailed data of all courses and corresponding courses under the teaching institution. Online courses can be listed and removed. The on-line courses will appear on the portal, and the administrator can recommend course in the backstage to make it appear on the home page. Users can display the list page of live classes created by the platform, add a customized teaching calendar, display the resource attendance data management created by the platform, and export the list page of live class resource attendance data.



The ChinesePlus course service cloud platform can export the list page of live class resource attendance data.

8. Examination information management

The platform supports adding HSK, HSKK, YCT, BCT and other Chinese proficiency tests. Users can edit and maintain the basic information of the Chinese proficiency test in the system (test time, test level, test site information - supporting backstage map setpoint, etc.).

A specific test can be searched according to the test name, test time, test type and other data, and the sheet can be automatically generated to support users to export or batch export student test data. The platform supports users to import student test score data in batch, and view candidates' certificate name, Chinese name, certificate type, certificate number, contact number, payment status and other registration data as well as students' test results. The invoked test will appear in the front desk of the portal. Users can choose to register according to the test information.

9. Document management

Users can freely create a resource tree and upload resources to the school. Users with relevant permissions can view the uploaded resources. The uploaded resources can be listed and removed, and the resources listed on the portal can be viewed and downloaded.

Based on the function of class management for assigning and receiving homework, combined with the function of document management, teachers can create folders for courseware documents of the class, and students can upload homework on their own.

10. Payment management

All payment records of the college can be viewed through the platform. Users can search specific records through payment item names and other data. The system supports users to manually add financial data and batch import financial data, and can automatically generate sheets to support users to export or batch export financial data.

11. Permission management

Users can manually add new roles and administrators, manually deactivate or enable the accounts of roles or administrators. Deactivated administrators will not be able to log in, and deactivated roles will not appear when permission limits are attached. Users can add or delete permissions to corresponding roles; users can attach corresponding roles to corresponding administrators; view the corresponding information of all administrators and roles of the school; search specific administrators and roles according to administrator number, administrator name, role number, role name and other data; subdivide all functions in the backstage and make them into permission items.

12. Portal data management

Users can add new, maintain, delete or deactivate historical portal banners or reset the playback order of the banners; users can add or remove institutional news and set recommended institutional news.

13. Certificate management

The backstage can manage the current certificate template, support the dynamic generation of multiple certificates, and view and search the list of users who can obtain certificates.

