

Overseas-Study Industry

---Analysis on Overseas Department in Senior High School and Overseas Education Agency

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ABSTRACT

As Chinese family economics is becoming better and better, more and more parents are willing to send their children abroad to study because of the diverse experience, while students are fascinated by the popular culture abroad. Their vision and action form the overseas-study industry. This paper will use ratio calculation, PEST, and SWOT models to analyze this industry. The research objects are public school Overseas Department and Overseas Education Agency. The data supporting this paper are all originated from reliable websites and research report such as the British Council and Nanfang Metropolis Daily. The conclusion drawn from these analyses include that the Chinese College Entrance Exam is competing for resources with overseas-study industry, but the profit gained from the industry is enough to counteract the resources lost in competition; the society is not fully supportive of this industry but it is functioning smoothly with the help of technology; the different academic and life experience is appealing to students while policies and vox populi are obstacles of the industry. The purpose of this paper is to let more people get to be familiar with how overseas-study industry functions, and know the development of this education industry, so that better suggestions will be made to help the further development of this industry.

Keywords: *Overseas-Study Industry, Overseas Department, High School, Overseas Education Agency, University*

1. INTRODUCTION

With the economic development of Chinese families, universities overseas are considered affordable by more and more parents, who are inclined to let their kids study abroad for broadening horizon, and students have the curiosity of stepping out of their comfort zone. In order to study in universities abroad, some of the families choose the Overseas Department in Senior High School, such as SSFLS (Shenzhen Second Foreign Language School), while other families opt for the Overseas Education Agency such as Vision Overseas to apply for universities, and these two options and their costs form the Overseas-Study Industry, an embranchment of the Education Industry. This paper will narrate many aspects of this industry by using PEST & SWOT analysis, and predict the possible future of this industry.

2. PEST ANALYSIS

2.1. P: Politics

As the introduction presents, some places have restrictions on setting Overseas Department in the public schools.[1] The reason for this policy is that Overseas Department will occupy resources of domestic education. Take SSFLS as an example. For students in their Overseas Department, they own 8 teachers for just Math and English courses. SSFLS has 227 faculties, which means that 3.52% of the total faculties are contributed to only 2 courses, and there are only 24 students in this department. Foreign teachers are teaching in this department as well. Students are required to take Biology, Physics, and Chemistry courses, so faculties in these subjects are needed. Besides, students in this department have access to dorms, canteens, libraries, and all the resources that students in regular classes have. Senior students are jittery and stressed because of the Chinese college

entrance exam, so overuse of resources from the Overseas Department may cause disequilibrium and more pressure to not just students, but also faculty.

2.2. E: Economy

Overseas-Study Industry is not compulsory, so the profits and teacher's salary come from students' tuition. In SSFLS's overseas department, each semester students need to pay their tuition for ¥68000, excluding the expenses on textbooks and other activities. Students need to spend 3 years, which is 6 semesters in senior high school, so that is in total ¥408000. In comparison, the whole expense in Vision Overseas, an overseas education agency, for applying to universities abroad is ¥70000, excluding extra charges. This fee is not divided into quarters. Thus, in these two cases, the overseas education agency is cheaper than the overseas department. For the teachers' salaries, Tiandao Edu is an overseas education agency. Their teachers' average salary per month is ¥7030[1]. In comparison, Shenzhen Senior High School, Group's Overseas Department has an average salary of ¥12000 for teachers per month[2]. The difference is because Tiandao Edu is a new enterprise, established in 2002, while the other one was established in 1997.

2.3. S: Society

Since the goal of both the Overseas Department and the Overseas Education Agency is to help students study in universities abroad, the different perspectives of society are target at both of them. Some people including parents and teachers support students' thoughts and yearn for studying abroad, while others think that studying abroad means these students do not love their own country.[2] For students, there are different ideas as well. Some students think that studying abroad can provide themselves with better education, while others simply do not want to attend Chinese college entrance exam.

It is normal to have these many diverse perspectives. Yet, there should be more edification to not just students, but also other people. High school students are adults, so they should be able to decide their future. Students studying abroad can be patriots as well because they can learn more knowledge to strengthen the power of their nation. Better education abroad is possible, once students overcome the pressure of pursuing it. Also, students should not run away from hardship.

2.4. T: Technology

There are different tests for students who want to study in universities abroad, for both Overseas Department in Senior High School and Overseas Education Agency. For example, the total number of

IELTS test-takers in 2019 is 3.5 million[3]. The total number the test-takers of Duolingo, a English Proficiency Test, in 2020 is 23 times that number in 2019[4]. Unlike SAT, the American college entrance exam, IELTS and Duolingo are for multilingual test takers. In addition to these two, there are TOEFL and many other language test for applying to universities in Asia other than China. By checking these test scores, universities can decide whether students are qualified to study in countries where English is the first language. Technology is helpful in these tests. There are paper-based tests and Internet-based tests. They both require the participation of technology and computer. There are reading, listening, speaking, and writing sections in these tests, so technology is required to be flexible and adaptable as well.

3. SWOT ANALYSIS

3.1. S: Strength

In Chinese universities' classrooms, teachers often prepare fancy PowerPoint slides, read the contents in it and contents in textbooks to students from A to Z. Teachers may not take a look at what students are doing during classes when they are teaching. Students may get distracted because of teachers' humdrum. They may be sleeping or playing Honor of Kings because the classes are too boring. In comparison, in America, university faculties underline the interaction and feedback with students. They believe it is important to once in a while answer students' questions instead of continuously teaching. It is also important to learn critical thinking and deviate existing theorems in textbooks. Universities in America prepare both lectures and sections for students, while universities in Chinese give lectures and individual studies. These individual studies are not independent studies. Students are not discovering new unknown knowledge in individual study, and they have to simply review their lectures and do homework. Thus, studying abroad provides more open-minded education.

3.2. W: Weakness

There are some people on the Internet who believe that people who study abroad are those that do not love their own country. This is a one-sided prejudice, because not all people are doing so. In Qing Dynasty, one of the admirals Buchan Liu has said that he should know that China needs to be stronger. He would study the knowledge of the foreigners to make China stronger, and although he left his family, he shall not regret. From this quotation, one can see that there are people who love their own country and study abroad. There are in fact some people study abroad that have the trend of being illegal immigrant, but with the improvement of the laws, there will be fewer and fewer illegal immigrants. Patriotism is not always tied to study

abroad, because people who do not study abroad may not be patriots as well. People on the Internet should survey this question with more impartial judgement.

3.3. O: Opportunity

For students studying in universities abroad, they will expose to a different environment academically and culturally. They will learn about different workplace cultures if they want to take part-time jobs abroad. There is a term called culture shock meaning the sense of anxiety and confusion result from being away from familiar culture and environment when being abroad. Yet, it is an opportunity to be away from familiarity and discover the unfamiliarity. There is probability that the unexplored unfamiliarity is beneficial and opportune for students. Food culture is different among countries as well. The food people eat, and the tableware they use are all diverse. Studying abroad is an opportunity to learn about it realistically. Some countries are adept in certain subjects such as physics and engineering, so it is an opportunity for zealot in these subjects to study in those countries. Although there may be opportunity costs such as homesickness, the yearn of absorbing knowledge will outweigh it.

3.4. T: Threat

China is becoming a stronger and stronger country in recent years. Inevitably, other countries are feeling threatened because they want to be the strongest and have no one surpass them. This is out of the air, but other countries decide to be not that diplomatically friendly to China. They decide to give pressure on international relations, and have trade wars between countries. Overseas students are easily affected because these countries may decrease student visas and green cards, so that they can cut off themselves from outsiders and provide more job opportunities for their own citizens. Then, the overseas-study industry will be influenced because there will be fewer overseas students. In order to minimize this threat, it is important for China to be diplomatically stronger, and win the reverence of other countries. At the same time, all countries should realize the importance of having overseas students, which is to facilitate international communication, and that is beneficial to the growth of globalization.

4. CONCLUSION

Based on these PEST and SWOT analyses, this paper digs deep into the core of the Overseas-Study Industry. Some conclusions can be made from these aspects. First of all, the Chinese College Entrance Exam is competing for resources with Overseas-Study Industry. The profit gained each year of the Overseas-Study Industry is fruitful, which may counteract the

resources lost in the competition. Society is not overall supportive of Overseas-Study Industry, but with the help of technology, this industry is functioning smoothly. Furthermore, the different academic experience abroad is appealing to students, who drive the Overseas-Study Industry. Yet, policies abroad and vox populi in China are obstacles for the industry to grow long-term. Despite so, studying abroad is a huge opportunity for students to learn about the world. Back in the time when Buchan Liu said that aphorism, China was a weak country that enemies could bully. He wanted to study abroad to find ways to strengthen China. Today, China is much stronger thanks to fights and struggles of people such as Buchan Liu. Studying abroad should be endowed a new meaning, which is furthering cultural communications among different countries. Overseas-study industry is prosperous today. According to the statistics, there were more than 700 thousand Chinese students studying abroad in 2019[5]. Since there is a total of 289 million students in China in 2019, this percentage is around 0.2422% [6]. Now it is time for families and educators to think about why studying abroad. Whether studying abroad is beneficial for finding a better career, and whether students want to come back to China after graduating, are worth planning in advance. One thing about this industry is that students have to prepare everything in advance. Overall, studying abroad needs support from many aspects. For students, they will face a different kind of competition and pressure when they study abroad, so parents and teachers should give them more encouragement. Society should have a more amicable voice toward this industry, and there should be more advantageous policies for this industry. Overseas-study industry is brittle, because it does not have a history as long as the Chinese college entrance exam, but it will be improved as time goes by.

AUTHORS' CONTRIBUTIONS

This paper is independently accomplished by the author.

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