

A Comparative Study of the Internal and External Analysis of Chinese and American Education Stocks

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Abstract. the continuous development of education and the emergence of education shareholding system make it a new investment opportunity for the stock industry. Due to the differences in politics, culture and region, education between China and the United States has different development trends and development directions. However, for education stocks in China and the United States, under the joint influence of external forms and internal factors, education stocks in China and the United States begin to have new development goals. This paper makes an in-depth comparison and analysis of the current situation and content of Chinese and American education stocks, and makes a corresponding prediction of the trend of future education stocks.

Keywords: sino-us education; JiaoYuGu; Internal and external analysis and comparison.

1. Development Status of Education Enterprises and Education Stocks in China

Since the reform and opening up, education system with private teaching mode as the main mode and education shareholding system as the core has entered a new stage of rapid development. China's education stock market also provides investors with new development opportunities. But compared with developed countries, there is still a lot of room for improvement. How to learn from the essence of its education enterprises and develop its own private education enterprises based on its own actual situation has become the most important content at present. Only in this way can we provide a more stable development direction for China's education stock market and a more comprehensive and diversified stock selection.

2. The Concept and Connotation of Chinese Education Stocks

As a rigid demand industry with social development and progress, education field always plays a decisive role. With the opening of the two-child policy in China, private education enterprises with education shareholding system as the core also begin to show the characteristics of diversification and diversification in the form of development. The following new concept of education also starts to enter the public's field of vision. Therefore, education stocks with education as the leading role become the favored object of more investors. Various education plates create a new environment for the development of education industry.

The improvement of economic living standard and the continuous upgrading of mass consumption level make people pay more attention to education and have a deeper understanding of the investment of wealth accumulation. With the introduction of relevant national policies on the education industrial chain and the continuous advancement of education technology, education began to enter the asset securitization team, and tens of thousands of funds began to pour into the education sector, making the investment industry very active.

2.1 K12 Education and Higher Education in Online Education Stocks

The development of the Internet brings the public more life experience beyond the past, and it is also an opportunity for the development and reform of the traditional education industry. The internet-based online education begins to sweep all major education markets. The education mode, which combines online and offline, also makes many enterprises and investors willing to participate in the speculation of the secondary market or venture capital, in an attempt to take a share. K12 and other higher education stages of education are one of the important references for the division of life stages.

Therefore, the inheritance and innovation of traditional teaching knowledge and teaching methods by online education in China not only breaks the time and space barrier of education, but also expands the scope of teaching and alleviates the unfair status quo of education resources to some extent. For the investment market and investors, online education stocks undoubtedly have great potential and development space. The following chart shows the training pattern of K12 education in China in 2018, as shown in Table 1.

Table 1. the training pattern of K12 education in China in 2018

modal analysis	Training Model of K12 Education in China in 2018		
Combination of line and line	OMO	Double teacher classroom	Private broadcast course
Pure line	Micro class	one-for-one	Online small class

2.2 International Education and Professional Education in Education Concept Stock Content

The development of economic globalization makes the integration between countries and regions closer and more frequent. Education is the foundation of a country and its development. Under the influence of the overall environment, international education provides more opportunities for education to promote and communicate with each other. Therefore, international education not only provides students from different cultures and regions with more possibilities for innovation, but also better fits the development goal of the future society for inter-disciplinary talents. Education joint-stock company in the establishment process, also know this way of development, many investors will be this type of education shares as the development of the main trust object. The learning and influence of education culture is a cyclical process. In the process of learning, we constantly improve our own shortcomings and then obtain more high-quality education resources to enrich our own connotation. Therefore, professional education has become an effective way for the public in the process of continuous learning. For investors, taking advantage of this development opportunity can not only enrich the content of education concept stocks, but also provide more self-improvement options for social personnel, thus providing more benefits for investors.

3. The Development Status and Trend of American Education Stocks

America and China have very different ideologies in culture and region, and have many differences in education model. The current us market, with more than 20 m education teaching organization, for the society in the education industry provides millions of jobs, but because of the large education institutions accounted for the proportion of the market is less, education institutions of the market also has a dispersion and concentration on the integrity, the gains in earnings did not achieve ideal.

General education institutions and companies in the United States to adopt the combination of online and offline education service mode, although profit growth speed is fast enough, but a healthy and stable working capital, the us and the developed countries for the adoption of this kind of education mode, not only can make the model of education enterprise with external expansion and internal promotion for the long-term development, can more education in the United States the stability of the stock market, and investors steady income provides more security. In the future development process, this mode of online education has the development trend that makes people look forward to and yearn for, and it is worth learning and using for reference for China's online education stocks.

In terms of the development of online education, the most popular online course in the United States should be "large-scale online course", which takes the main body of K12 education as the main object of education, and timely and effectively consolidates and learns the course content through video recording and online synchronization. This perfect online education mode has a mature operation system and capital chain. The top university learning platform established in 2012 gathers three major investors and suppliers, who, as investors, establish a cooperation model with top universities to make higher education a truly relevant and popular learning content.

On the other hand, career education also has a good development. Through the establishment of corresponding courses and the improvement of corresponding examination content, more American citizens have the opportunity to participate in their favorite career training content. In the same education concept stocks, China and the United States are similar in core values. Although there are differences in the content of the development of education stocks in the two countries, they still have a huge market and immeasurable development potential. American JiaoYuGu for the development of China's education enterprise and JiaoYuGu provide very high quality standard reference, to let more Chinese education circles, can in the development in the field of industry, better combined with the most suitable for the present environment and mode of education, and social to match most rich JiaoYuGu types, promote JiaoYuGu's intrinsic value.

4. Comparison and Analysis of Chinese and American Education Stocks

4.1 Different Backgrounds of Education Enterprises

Joint-stock system reform is an important way to develop and reform private education enterprises at the present stage. Compared with American education stocks, first of all, in the mechanism of capital investment, the main body is generally the partners and investors related to education business. The sources of funds are also diversified and complicated, including all kinds of social institutions, government agencies or ordinary citizens. There are many unstable factors in the education stocks based on this. Therefore, different from the stable and clear division of labor enterprise system in the United States, investors should take various considerations when making investment choices on the education stocks.

4.2 Capital Structure in Education Shares

When entering the stock market, due to the sex education enterprise's own stock has regular and materialized cost, therefore in the process of adding value, need to borrow relevant economic stake in experience, not only that, due to the cost of education has the vulnerability and the attrition, in the process of teachers' education activities, hard to avoid can appear short-term or immediate interests, not conducive to the long-term development of JiaoYuGu. In the capital structure of education stocks in the United States, the cost of expenditure is relatively stable, which can effectively guarantee the teaching quality of colleagues and ensure the stable income of investors in education stocks.

4.3 Differences of Value-Added Services in Chinese and American Education Stocks

In the service of education industry, the United States can not only provide learners with complete teaching content and after-class course video, but also choose a variety of course suppliers, which not only ensures the follow-up service, but also effectively saves costs and improves the benefits of investors. However, in the current education development in China, the proportion of value-added services is still relatively deficient. The education model, which is based on real-time learning classes, cannot continue the value-added services in the later stage. The status quo of education shareholding system is not conducive to the development of education shares in the stock market.

5. Conclusion

JiaoYuGu in China and the United States JiaoYuGu due to internal and external cultural environment of political economy above all have different development, therefore in the process of entering the stock market, also plays a different social value, through JiaoYuGu types and patterns of the two countries compare and research, can be effective to the development of future JiaoYuGu provide strong theoretical basis, and to a certain extent provides corresponding investors and business leaders with a more perfect stock selection evaluation criteria. In turn better promote the good development of Chinese stock market.

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