

CHINA EDUCATION NEWSLETTER

A quarterly newsletter for American educators who are interested in China Summer 2011



U.S. CONSULATE GENERAL GUANGZHOU
COMMERCIAL SECTION



Upcoming Events

October 22, 2011
Shinyway International
Education Fair
Shenzhen, Guangdong
www.igo.cn/english

October 22, 2011
EIC International
Education Fair
Shenzhen, Guangdong
www.eic.org.cn



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RISING CHINA REQUIRES MORE MBAS

This year marks twenty years in graduate business administration education in China. Beginning with 9 pilot schools and 100 graduates in 1991, business education has ballooned, with 236 schools conferring some 30,000 MBA degrees in 2010. But China's economy is expanding faster than the business programs can keep up. China's explosive 9.5% growth rate in 2010 means



China needs a larger number of MBA graduates to keep pace with its current 9.5% growth rate.

businesses need more skilled managers. As China transitions toward more services and skilled labor industries, China's current business schools will not have the capacity to provide the talent needed. A recent McKinsey study

underscored the problem, noting that 44 percent of executives of Chinese companies cite insufficient talent as the largest barrier to continued expansion.

John Quelch, vice president of the China Europe International Business School, estimates that China needs a staggering 600,000 MBA graduates each year to keep pace with its burgeoning economy. Students in Guangzhou see the opportunity; applications for MBA programs increased 25% this year. Overseas schools have a prime opportunity to seize this market in education, with Chinese students perceiving American schools as prestigious and creative.

Sources: *China Economic Review*, July 2011
The New York Times, December 4, 2010

EDUCATION IN CHINA BY THE NUMBERS

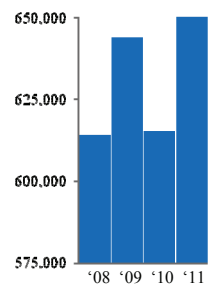
Individuals worth at least \$1.5 million in China	960,000
Number of students from China studying in the United States in 2010	130,000
Percentage of all graduate students in the United States who are from China	5%
Students from China studying abroad in 2010	285,000
Students taking the <i>gaokao</i> national college entrance exam in Guangdong, a record high	655,000

Sources: *Southern Metropolis Daily*, *Open Doors 2010*, *Xinhua News*
<http://www.iie.org/en/Research-and-Publications/Open-Doors>



NUMBER OF COLLEGE HOPEFULS SKYROCKETS

Guangdong Province recorded the highest ever number of students sitting the national college entrance exam, with 655,000 hopefuls taking the *gaokao* in June 2011. With an additional 40,000 test-takers this year over 2010, it means that many will not be accepted into China's limited higher education system of 1,200 universities and colleges.



The memorization-intensive exam is the single factor in admissions decisions to Chinese universities, and preparation can engulf

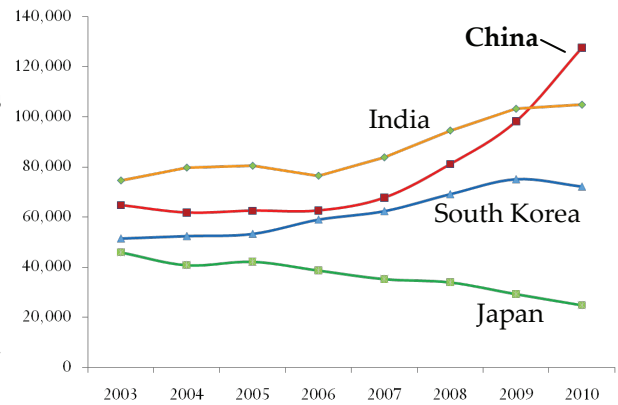
the lives of those who take it. Years of reviewing, tutoring, and stressing all come down to a single three-day test. For those who bristle at the system or don't receive high scores, overseas study is an alternative.

With its high income areas like Guangzhou and Shenzhen, Guangdong Province has seen secondary school enrollments steadily charge upward, shooting from 5.92 million in 2002 up to 8.81 million in 2009. Increased earnings from parents mean that teenagers can continue going to school instead of having to drop out in order to supplement the family income.

Sources: *Southern Metropolis Daily*, *China Statistical Yearbook*

CHINA SENDS THE MOST STUDENTS TO THE U.S.

China sent 130,000 students to the United States in 2010, passing India in claiming the top spot, according to a recently published Open Doors report. Spiking 30.0% over last year, China now has more students in the United States than any other country. Rising disposable incomes and wealthy families have spearheaded the charge for American degrees, a prestige in brand-conscious China. The report also found that of the Chinese students in the U.S., 52.0% are graduate students, 32.8% are undergraduate, with the remainder in language or technical programs.



<http://www.iie.org/en/Research-and-Publications/Open-Doors>

IB AND AP PROGRAMS CONTINUE TO EXPAND

More high school students from Guangdong are better prepared for college, thanks to a recent surge in Advanced Placement (AP) and International Baccalaureate (IB) programs in the province. Twenty Chinese schools in Guangdong now offer pre-college programs to 3,000 students, the *Southern Metropolis Daily* reports.

The internationally-recognized programs focus on critical thinking, analy-

sis, and theory of knowledge, in contrast to the Chinese state education system that stresses rote memorization and emulating others' work. Educators in the United States have long lamented Chinese students' lack of creativity; these programs aim to change that perception. These pre-college programs give Chinese students a foundation in language and other skills that will help them be prepared to study in foreign universities.

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Exploring the old and deducing the new makes a teacher.

Confucius

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Pre-college programs like AP and IB prepare Chinese students for the rigor of American universities.

To arrange student fairs, briefings, or meetings on your next visit to China, or to subscribe or unsubscribe from this newsletter, please contact Eileen Bai at Eileen.Bai@Trade.Gov