

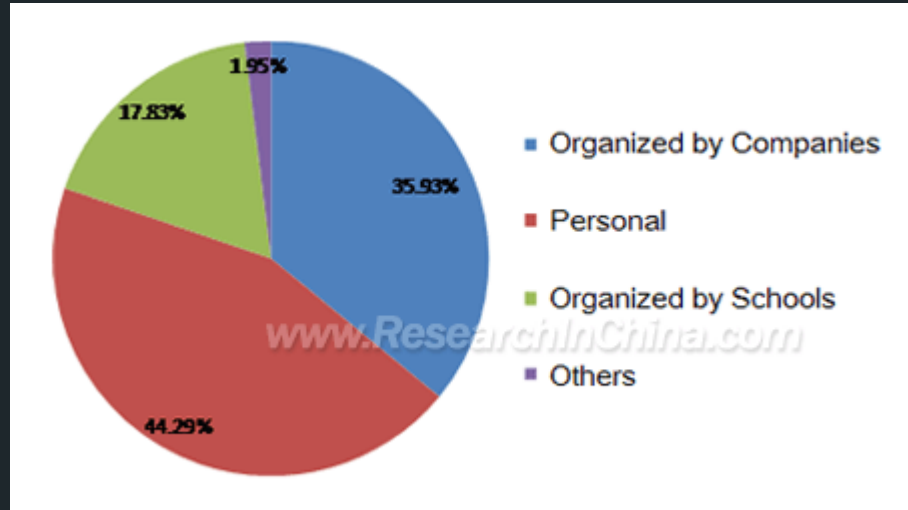
# China IT Education and Training Industry Survey Report, 2010



In August 2010, ResearchInChina cooperated with 1diao cha.com to conduct an online survey on 600 interviewees in the Chinese IT education and training industry, which covered the followings: purposes of consumers for IT training, ways for them to participate in IT training, the types of curriculum they select, preference for course design, training costs, how they get the information about IT training, why consumers do not participate in IT training, considerations of consumers for choice of IT training institutions, satisfaction of consumers with IT training institutions in which they participated, how IT training impacts on them (such as certification and work ability).

The survey shows that 44.29% of consumers participate in IT training on their own expenditure, while 35.93% of consumers are arranged by their companies to participate.

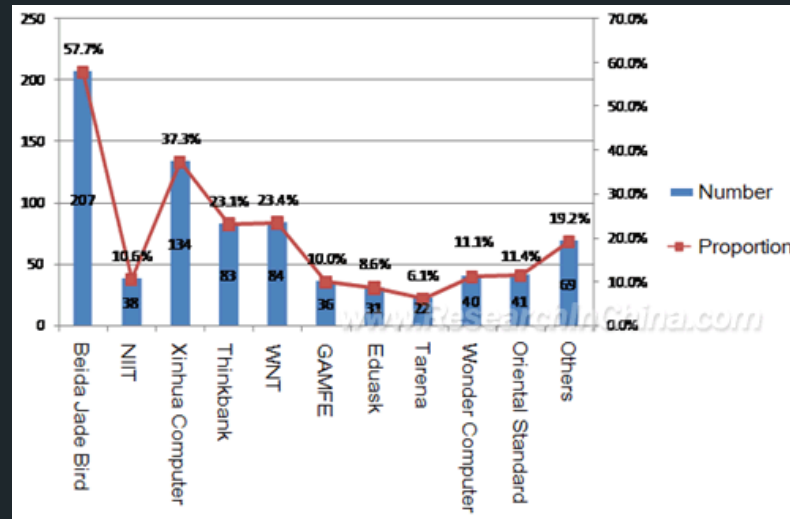
### Survey on How Consumers Participate IT Training



Source: ResearchInChina; [www.1diao cha.com](http://www.1diao cha.com)

As for training institutions, 57.7% of consumers prefer Beida Jade Bird, 37.3% like Xinhua Computer Education, followed by WNT and Thinkbank IT Academy.

## IT Training Institutions Chosen by Consumers



Source: ResearchInChina; www.1diaocha.com

In the future, the development focus of IT education & training industry in China can be shown as follow:

- 1) Focus on Employment and Enhance Recommendation of Students to Companies.
- 2) Curriculum standardization is a key factor that guarantees the quality of training. Apart from the requirements on the standardized training materials and courseware, curriculum standardization of IT training also calls for uniform standards and norms for teaching methods, teaching staff construction, lectures and class schedule.
- 3) Promote and improve the "internship system". Students enter real enterprises to work, involve in actual projects of software companies, accept the management of standardized software development process, and take part in comprehensive training for employees. "Internship system" is distinguished from traditional IT case training, and students can be directly employed by the software companies after graduation.

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