商务
汉语
CHINESE
FOR BUSINESS
Teaching Chinese with the use of SaaS model
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Erasmus+
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**Key targets of the presentation:**

- Introduction to SaaS model
- SaaS model in Chinese for Business project

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# Introduction

- Teaching with ICT tools turns out to be particularly useful in language education and becomes very popular.
- One of the most frequently mentioned qualities of teaching with the use of state-of-the-art technologies is effective time management as the choice of place and time is tailored to the needs and abilities of the learner.

# What is Chinese for Business project?

- C4B Project continues and develops the business module of the project Chinese for Europeans Project – C4EU.
- The core target group are SMEs from EU, which want to develop business cooperation with Chinese companies.

# Why Chinese for Business?

- The increased role of China in the international business has caused the growing interest of European companies in business relationships with China.
- The Chinese for Business (C4B) project has emerged in response to interest for learning Chinese language and business culture.
- The project was designed, created and verified by businessmen with many years of experience in European Chinese business development.

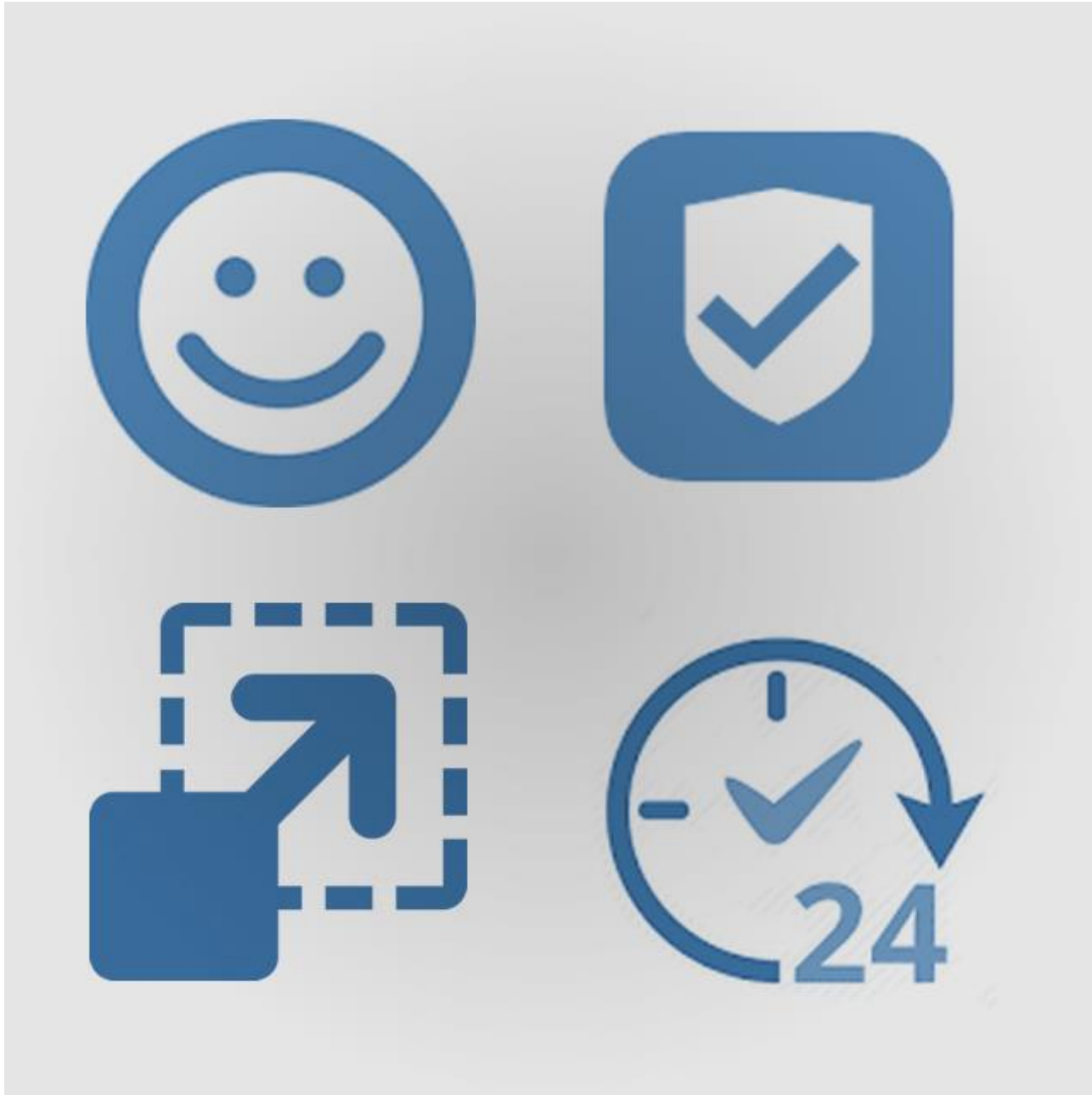
# What is SaaS model?

- Software as Service, or SaaS for short, is a  new model of IT services provision, in which the software itself is the subject of service.
- SaaS is a constantly developing method of providing a client with business application without the need to purchase a license or software installation.

- SaaS removes restrictions in communication, cooperation and trade, which were imposing the use of specific equipment compatible with the software.
- SaaS is a way of providing services by means of commonly known website interfaces available to almost every user.

Benefits of the SaaS model from the user's perspective are (**5S**):

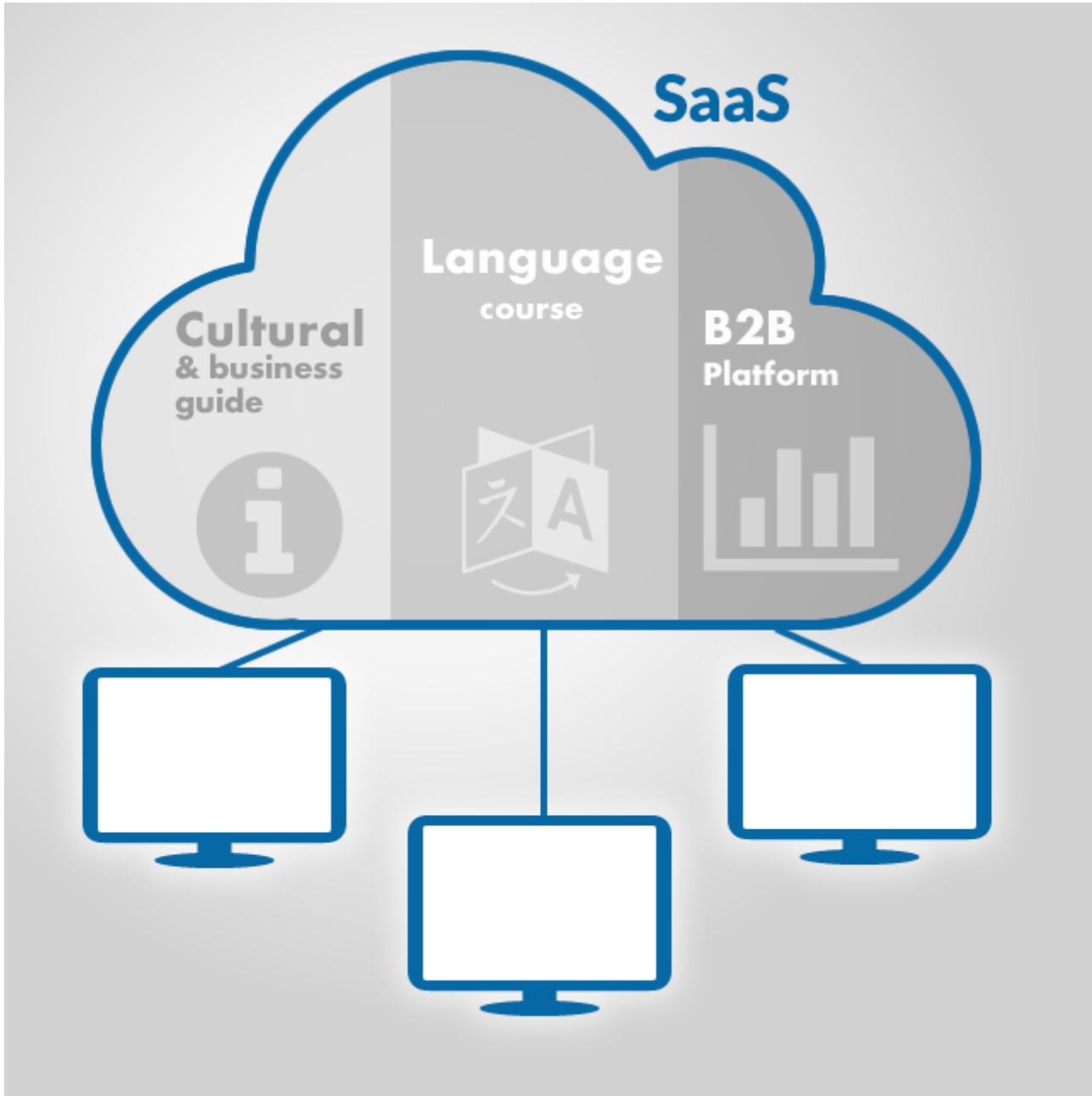
- simplicity of application use and management,
- savings by elimination of the necessity to install the application on user's computer,
- security; provision through IT systems protected physically and logically,
- scalability; easily scalable along with the increase in demand,
- support; everywhere, anytime.



# What does Chinese for Business offer to entrepreneurs?

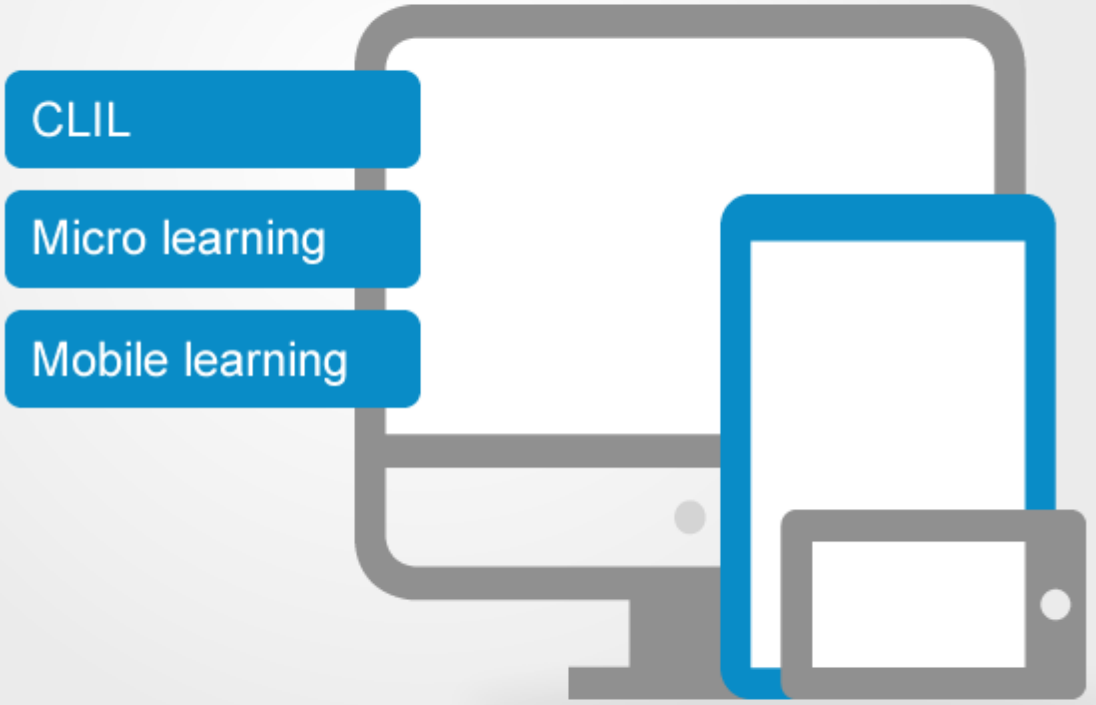
C4B project is composed of four products dedicated to SMEs:

- **Language course** facilitating self-study of Chinese business language.
- **Culture and business** guide that helps understanding the specificity of establishing business relations in China.
- **B2B platform** serving practical application of the language and business knowledge taught for business relations development.
- Original system prepared according to the **SaaS** model which enables the use of the remaining elements of the project any time, any place, from any web browser.



Didactic resources are based on the methods of CLIL, micro-learning and mobile-learning:

- **CLIL** is content language integrated learning offering at the same time language and business learning.
- **Micro-learning** method offers a transfer of knowledge in small batches, enabling businessmen to learn at short breaks at work.
- **Mobile-learning** method applies wireless and mobile devices offering learning anywhere, anytime.

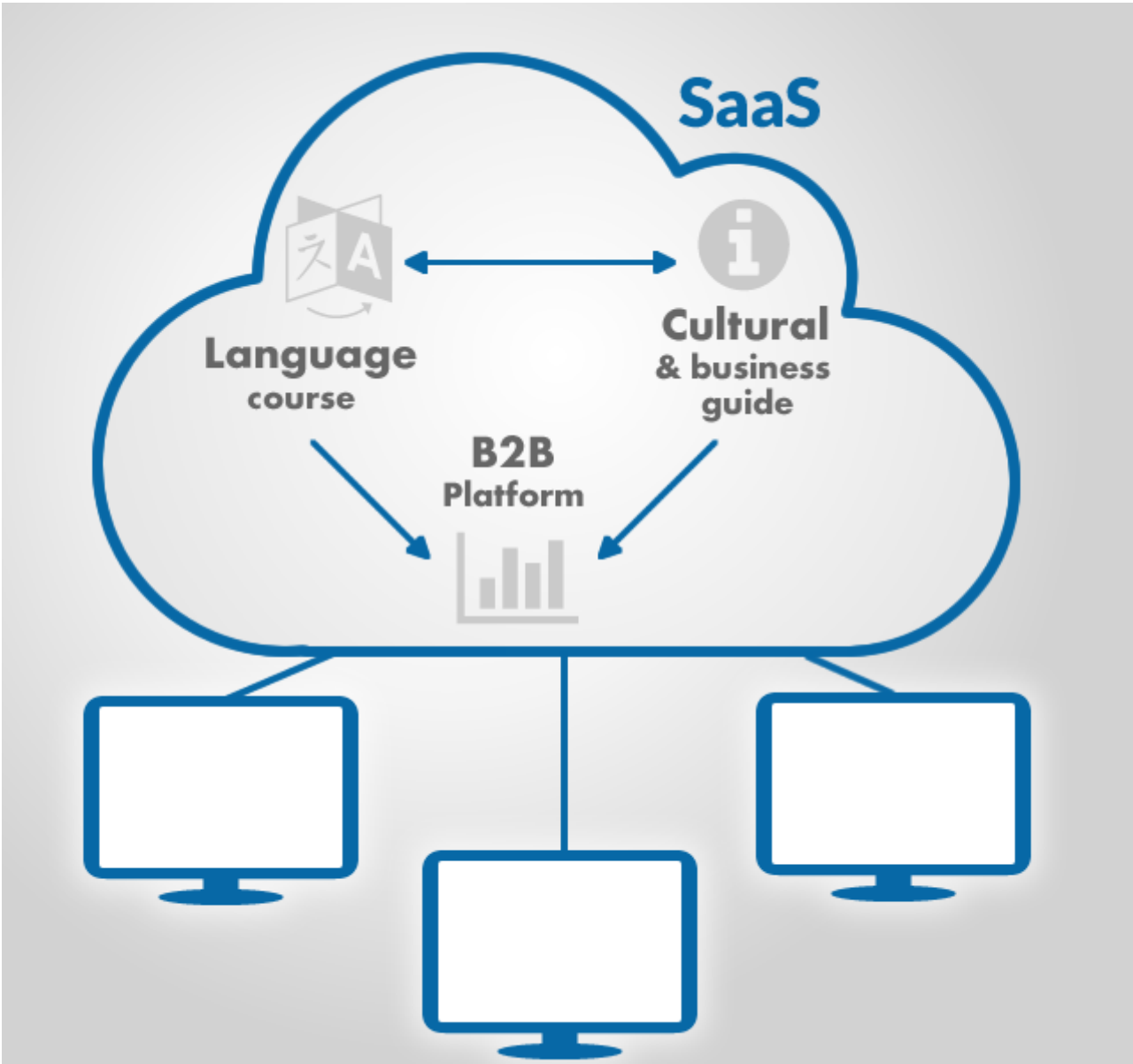


# Why SaaS model
# in Chinese for Business?

www.chinese4.biz

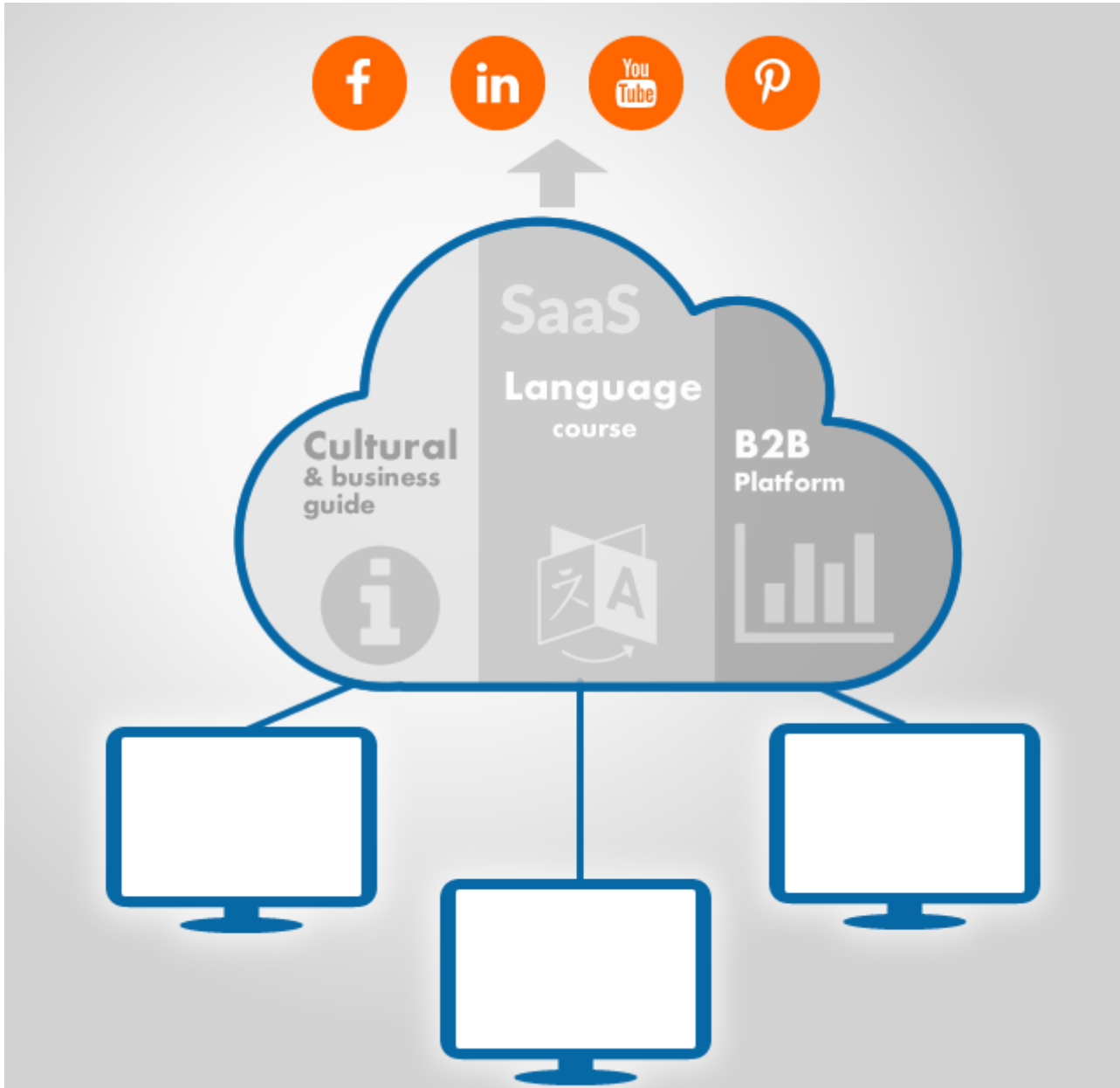
# Innovative synergy of C4B products

- The idea of the innovative project is based on the synergy of all C4B products.
- The language course contains educational content strictly connected with information materials in the culture and business guide, they may be used on the B2B platform to create a company profile in Chinese and place offers in order to establish cooperation with Chinese entrepreneurs.

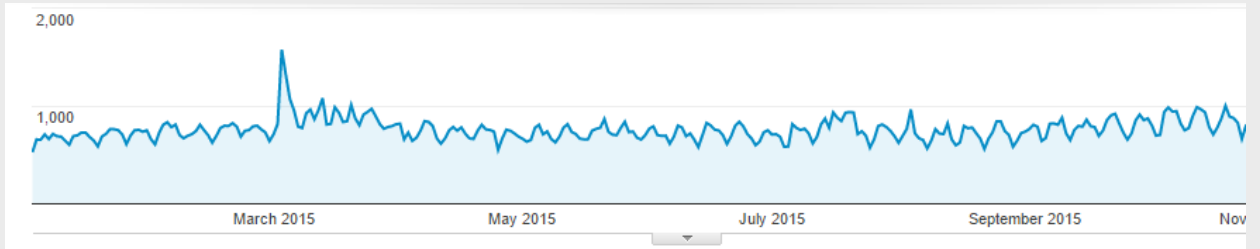


- Innovative and customized SaaS system enabled the C4B users exploitation of the project products as well as self-study via the immediate access application.
- All C4B project products are available on ordinary web browser installed on a user's computer, tablet or smartphone, and the language course is also available on a dedicated mobile application.
- The solution offered in C4B is true interactive web application.

- The system creates two integration models: internal and external.
- The internal model consists in a substantial and functional fusion of the above-mentioned elements of the system.
- The external one is based on an adequate fusion of the whole system with external social networks, thanks to which users may automatically integrate their resources with C4B's SaaS system.
- These external integrations fulfil an important business function, as they enable the creation of an adequate profile of the company.



- SaaS system is an excellent tool enabling constant monitoring of the project users' activities.
- It is possible to (based on numbers and percentage) measure users coming from the EU, given regions and cities, as well as from China and other countries.
- Statistical data suggests the substantial content improvement and decisions concerning development of the system new functionalities and other language interfaces development.



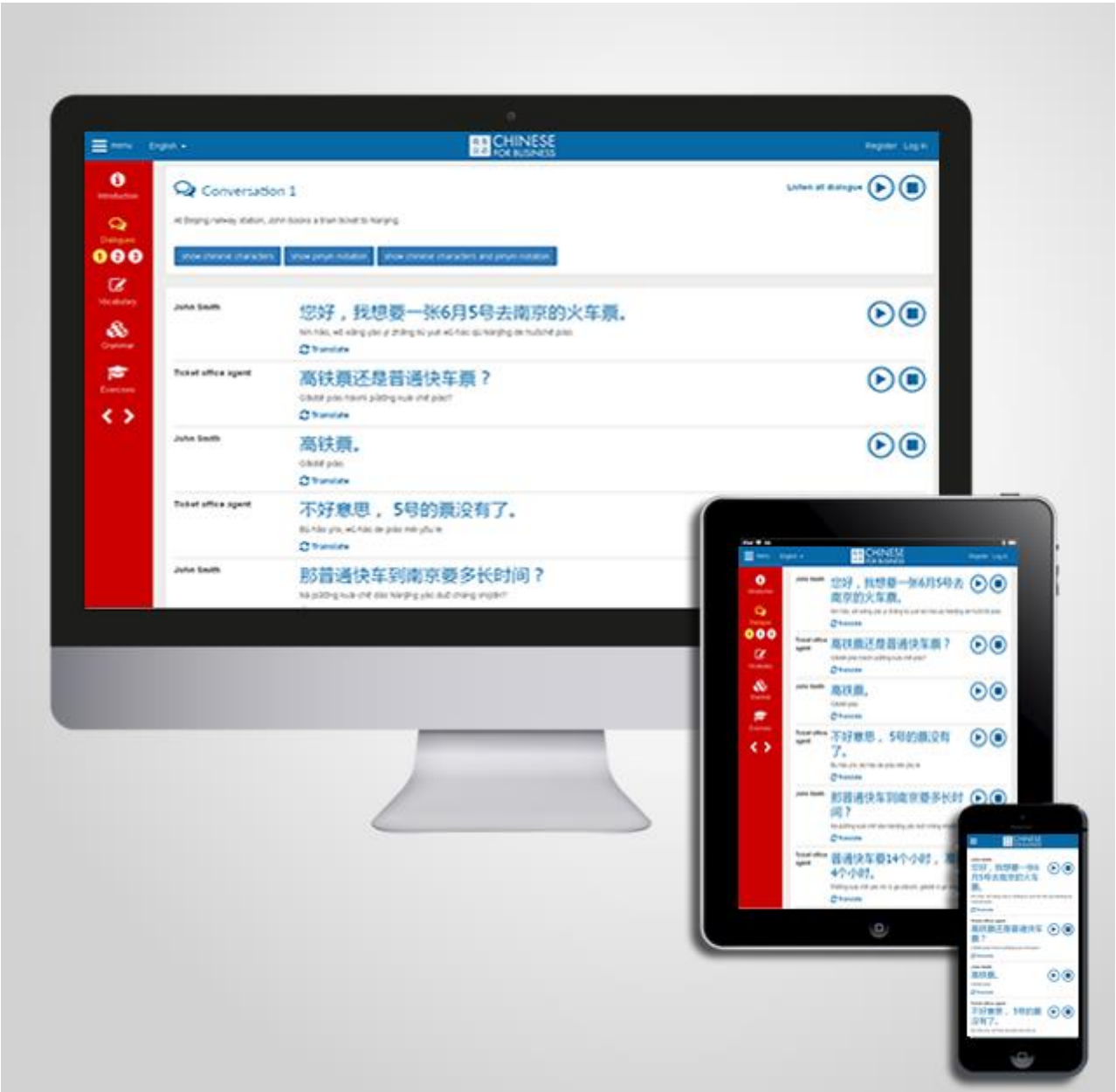

Primary Dimension: Country City Continent Sub Continent

Plot Rows | Secondary dimension | Sort Type: Default | advanced

| | Country | Acquisition | | | Behaviour | | |
|---|---|---|---|---|---|---|---|
| | | Sessions | % New Sessions | New Users | Bounce Rate | Pages/Session | Avg. Session Duration |
| | | 239,509 % of Total: 100.00% (239,509) | 77.50% Avg for View: 77.40% (0.14%) | 185,630 % of Total: 100.14% (185,376) | 60.13% Avg for View: 60.13% (0.00%) | 2.99 Avg for View: 2.99 (0.00%) | 00:02:57 Avg for View: 00:02:57 (0.00%) |
| 1. | Italy | 54,964 (22.95%) | 72.28% | 39,729 (21.40%) | 53.19% | 3.50 | 00:03:38 |
| 2. | Poland | 28,958 (12.09%) | 72.16% | 20,895 (11.26%) | 53.06% | 3.52 | 00:03:43 |
| 3. | Hungary | 12,786 (5.34%) | 81.60% | 10,433 (5.62%) | 72.38% | 2.21 | 00:02:09 |
| 4. | Brazil | 12,263 (5.12%) | 83.40% | 10,227 (5.51%) | 83.14% | 1.53 | 00:01:26 |
| 5. | United States | 9,803 (4.09%) | 84.79% | 8,312 (4.48%) | 57.67% | 2.77 | 00:02:24 |
| 6. | Romania | 8,592 (3.59%) | 77.43% | 6,653 (3.58%) | 57.41% | 3.10 | 00:02:53 |
| 7. | Sweden | 7,764 (3.24%) | 85.05% | 6,603 (3.56%) | 75.15% | 1.96 | 00:01:32 |
| 8. | Germany | 7,650 (3.19%) | 76.72% | 5,869 (3.16%) | 59.93% | 4.57 | 00:04:18 |
| 9. | Bulgaria | 7,015 (2.93%) | 76.17% | 5,343 (2.88%) | 62.45% | 3.07 | 00:02:54 |
| 10. | China | 5,430 (2.27%) | 86.11% | 4,676 (2.52%) | 81.38% | 2.06 | 00:01:58 |
| 11. | France | 5,202 (2.17%) | 67.53% | 3,513 (1.89%) | 62.03% | 2.08 | 00:01:45 |
| 12. | India | 5,018 (2.10%) | 85.63% | 4,297 (2.31%) | 57.15% | 2.41 | 00:02:07 |
| 13. | United Kingdom | 4,957 (2.07%) | 75.13% | 3,724 (2.01%) | 51.85% | 3.36 | 00:03:28 |

# Summary

- SaaS system is placed in cloud.
- SaaS 5S benefits:
  Simplicity, Savings, Security, Scalability, Support.
- SaaS system is interactive web application.
- SaaS is a tool for integration:
  Internal and External.
- SaaS system is a tool for development.



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