# Analysis of the Website-Hj Operations

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**Abstract -** Online school is complete by Internet off-campus teaching process; As long as have Internet conditions can at any time, anywhere access to the Internet, to choose their own learning. Relative to the face-to-face education, network education maximum breakthrough the limit of time and space education, is the separation between teachers and students, the teaching activities organized by the face to face, is a kind of across schools, cross-regional education system and teaching mode. While the hj operations is one of the winners.

**Index Terms -** online school, network education, hj operations

## 1. BACKGROUND

Separation of teacher and students; With specific transmission system and media teaching; There are various ways of information transmission; Learning form of space and flexible. It can break through the limit of space and time; Provide more learning opportunities; Expand the scale of teaching; To improve teaching quality. Reduce the cost of teaching. Based on the characteristics and advantages of network education, online school has become a mainstream trend of learning.

### A. Construction Purpose

*1)* Establish the school's online business card, and school education based on Internet brand image; Establish the school's online business card, and school education based on Internet brand image;

*2)* To establish a convenient online sharing of teaching resources and information platform, to realize the effective integration of education teaching resources;

*3)* Set up smooth communication between students and teachers, parents and schools, interaction's interactive platform;

*4)* Good information display form, the realization of general information, information transparency;

*5)* Realize the student information (grades, one's status as a student), teaching equipment, teaching resource network management;

*6)* To establish a variety of teaching bases, the realization of a variety of means of auxiliary teaching (such as: video teaching, PPT);

*7)* Many kinds of ways of teachers, students, schools, departments of research papers, scientific research achievements;

*8)* Deepen to strengthen the interaction between parents and schools, promote teaching quality in common;

*9)* Perfect school net school security mechanisms to ensure information security and readability;

*10)* Improve the user to browse and use experience;

*11)* Improve the quality of lighting information and content.

### B. Advantage in Resource utilization

Various education resources through the network spans the limitation of space distance, make the school education can go beyond the campus radiation to a broader region of open education. Schools can give full play to their discipline and education resource advantages, the most outstanding teachers, the best teaching results through the network to spread to all directions.

### C. Learning behavior

Network technology application of remote education, its characteristic is: anyone, any time, any place, from any chapter, studying any course. Network education is convenient and flexible "five no", in the learning mode in the most directly reflect the characteristics of the active learning, fully meet the needs of modern education and lifelong education.
Learn form

Between teachers and students, students and students, a full range of communication through the network, close to the teachers and the students' psychological distance, increase communication opportunities and scope of teachers and students. And through the computer to students questions type, number, number and so on carries on the statistical analysis of teachers to understand students in learning and the main problems encountered in doubtful point, difficult point, more targeted to teach my students.

### D. Teaching form

Using a computer network in the network education peculiar information database management technology and two-way interactive function, on the one hand, the system of each student's personality data, the learning process and phase can be achieved complete system track record, on the other hand, the teaching and learning service system according to the personal data of system record, according to different students personalized learning Suggestions are put forward. Network education provides the personalized teaching reality effective implementation way.

### E. Teaching management

Computer network teaching management platform with functions of automatic management and remote interactive processing, has been applied in network education teaching management. Remote students consulting, registration, fees, register, query, student status management, assignments and examinations, etc., can be done through the network remote interactive way.

*F. Layout principles*

Consistency - in line with the page the positioning of the thought, have the continuity between each page;

Ease of use - operations management operations expertise to the user without special requirements, make it easy to use for personal and users;

Efficiency - highlighting important information, clear navigation system in the level of your ezine access to information and services at the same time;

Security stability - while fully considering the lighting function, should be particularly attaches great importance to the security and stability of the lighting;

More users - considering the operations management and operations, more than net school management support operations;

Because in the learning environment in many minds, people only focus on the content of classroom teaching, so in the teaching of traditional face-to-face communication, and collective learning are reaching emotional expression and personality shaping is online learning. And the content of the online learning may not conform to the objective truth, can give a person a misleading.

*G. Net school education problems are as follows:*

*1)* Well equipped with the teaching material, and the specific individual users.

*2)* Specific problems in the students every day cannot be answered, in particular is distant water cannot quench a fire near.

Student a: has the teacher assigned homework at school every day on the fixed number of content. Students write every day no one gave him after correction, he knows he has to answer three questions won't, keep the blank; 2 problem is his holy, no one to guide. To the online school, are ready-made video, basic can't solve your problems.

Student b: in order to strengthen their own learning effect, expand own aspect of knowledge, the online school. After several days to solve the problem, corrects himself according to the standard answer, form some wrong topic. A pile of problems right now? I don't know what to do? Net school card at this time no effective action? Because video class does not focus on these things.

More than two students, can only be solved through offline and online school does help.

In addition, students enroll does face some risk. First, whether to accept this way of teaching students, because there are part of the students of this scheme is not acceptable, always feel that when it's hard to find in front of the computer classroom feeling; In addition, the power difference of students, really will appear on the online school to open the other pages does other things.

*H. Hj operations*

Hj operations is hj foreign language network pour build remote multimedia network education system. By hj online school, foreign language learners can at any time and place to professional foreign language training. In 2013, hj operations introduced working course and music course. The learner's age distribution is more refined, also increased the kindergarten, primary school, junior high school, high school courses.

*I. Simple learning network*

Beijing simple technology co., LTD adhere to the concept of "science and technology to make learning easier", focusing on network guidance service. Simple learning network founded by simple technology. Simple learning network depends on which developed by cooperation with Beijing "CAT intelligent interactive teaching lead national patent technology", in the national first "interactive photorealistic, closed the classroom". Its unique in: simulate the real classroom, based on the intelligent wrong topic this, practice and rapid network answering questions after class, teacher system teaching and individual counseling "1 of 1". Aims to help national middle school students enjoy the university entrance exam experts repeatedly targeted tutoring, improve the learning efficiency, save learning time, realize the ideal.

Three bar net, it is the first domestic online education review sites. It includes nearly hundred famous online education institutions, real and comprehensive education information includes more than 20000 online course. The courses can be divided into English, accounting, K12, one's deceased father grind and so on more than 10 big catalogue, more than 100 small directory. Can help users search by different classification quickly and accurately to the online course, you need save users access to the online school time one by one. Internet users can choose their popularity, evaluation, lighting and other factors to view your online courses. But also by looking at the user's comments on before, so more worry and peace of mind to choose from. In addition, users can also acquire online courses three bar net share their objective evaluation about the course.

Learning and thought they are learning and thought education group's primary and secondary school education online brand, relying on strong learning and the thought of teaching resources and faculty, in order to realize the excellent education resources sharing as own duty, set up online education platform of primary and secondary schools, officially launched operations since 2009, has covered the world nearly 200 countries and regions, has more than 540000 students. Lighting adhering to the "learning interesting" education philosophy, adhere to the "interesting teacher, interesting courses, interesting service" as the teaching principle, gather the domestic top teacher of primary and secondary schools, make the classic course, USES the domestic advanced high-definition video recording technology, providing high quality network teaching service for students.

*J. Guanghua full education online*

Guanghua full education online is the powerful education guanghua group education online brand, achieve face-to-face class activity. Mainly introduced political (refers to teacher li) of the university entrance exam, college entrance examination mathematics (MiaoJinLi teachers), the college entrance

examination English teacher (Zhou Jianbin), the college entrance examination geography teacher (Stanford) a few course in the college entrance examination online video.

*1)* Admissions

The current training market is very big, is also very promising, but like beverage market, is already very fine differentiation. And in many areas, computer training, English training, has been doing a lot of market, the enrollment of many traditional method is not applicable.

If enrollment planning market of the country in which the personnel statistics, each year, 30% of the new training institutions, and 30% of the training institutions to fail. Find a suitable effective promotion bridge, become the fundamental of the development of training institutions, commonly known as students.

How to solve the students, the most fundamental is to create inquiries. Both media promotion, channels etc. The objective is to increase the exposure rate of cooperation, increase the inquiries. With the traditional means of admissions have been unable to meet the demand of recruitment. Even creating internal friction, and ultimately fail.

Cheng cheng recruitment planning and brand founder countries teacher, engaged in the marketing industry more than 20 years, the education industry for eight years, enrollment plan for three years, Peking University, tsinghua university, zhejiang university marketing, management consultants, successful tutoring on thousands of training school.

In June 2013, in guangzhou, chengdu, kunming, nanjing, Beijing held across the country a total of 42 annual peak BBS practical recruitment planning, is the best training school recruit students, enrollment plan first is recognized as practical experience.

Published works include "combat enrollment planning for 100", "training school system management" and "clinch a deal the consultants are required to read and so on.

Hj operations is hj foreign language network pour build remote multimedia network education system. By hj online school, foreign language learners can at any time and place to professional foreign language training. Hj lighting collection authority foreign language teacher, relying on strong teachers, scientific and innovative teaching mode, teaching rigorous and meticulous attitude, professional and practical training team, leading technology, network education platform and leading courseware for students to provide a complete, optimization of Britain, France and other multinational language teaching system, is to break the limitations of traditional face-to-face, made use of the advantages of network education, the answer is both face-to-face and interactive features.

Games happy words, happy words is hj operations original dynamic learning foreign language vocabulary system, based on the intuitive, image memory, multi-dimensional intensive training, pay attention to pronunciation, emphasizes the context, through constant practice can quickly and effectively grasp of vocabulary and its application.

If you have any question in the process of listening to lectures, answering questions, can be in answering questions.

Main communication discussion area, the classes, the teacher will also be released here study plan, organizing class activities.

Download data area - courseware, green book, and share information.

Learn c - hj net school internal use of virtual currency, is mainly used to exchange net school courses and other value-added services. Top-up learn c, 1 learn c = 1 yuan, can use pay treasure, e-currency payment, bank transfer and other payment.

*2)* Enrolled

Hj operations at present to carry out the course covers a variety of language classes (English, Japanese, French, Korean, etc.) and some dialects of course, it across the entrance examination, overseas study, work from several aspects, such as business covers the most popular foreign language training education, according to the registered user of the extent of the actual language learning have different hierarchies of course. Since the launch, relying on science and rigorous teaching style, meticulous and high quality of interactive services, advanced and efficient course system, won the praise of the broad masses of students is consistent.

## 2. NETWORK TEACHING OUTLOOK ANALYSIS AND SWOT ANALYSIS ON HJ OPERATION

The present status of the network education is still at the development stage, and is similar to hj operations such success is based on the original free B2C platform, in the form of open resources and BBS to attract popularity, then with its long-term accumulation of brand to offer online school, through steadfast plans to implement step by step, from the construction, open, marketing to the growth of the interests, to establish a new mode of network teaching in China.

But some scholars are still looking for a better model to enhance the benefit of the network teaching, the main method is to integrate better education resources, reform platform and increase the interactivity, etc.

Network education market potential and research value for many investors are still unclear, but if someone has the ability to open up the market, and can adapt to the market operation mode, it will produce generous returns.

*A. Advantage*

Online learning brought convenience to customers, save time.

Save the cost of online learning, students in terms of reduced tuition, for institutions to reduce the cost of real housing capital and other hardware.

Network learning platform can better compatible with Internet advertising promotion pattern, its marketing mode is also more diverse.

Large market network learning platform users, don't worry, the traffic problems.

*B. Disadvantage*

As the new mode, enterprise's background is not enough.

The customer needs to accumulate, time cost is.

*1)* For the staff, site management coordination is difficult.

*2)* Students' learning quality cannot be safeguards.

*C. Opportunity*

*1)* Younger operation mode of teaching, have a chance to overturn the traditional model.

*2)* The wide application of e-commerce, Internet users spurt of growth.

*3)* The continuous renewal of network technology, increase market competitiveness.

*4)* Under the financial crisis, the advantage of network operating costs less than the entity shop.

*D. Threat*

*1)* From new Oriental, weber's well-known brands such as the impact of the network education platform.

*2)* Customer emotional, consumption patterns change.

*3)* To crack down on the price of 3.

*4)* The quality problem of the internal education personnel.

*5)* The test of 5 innovation ability.

## 3. EXPERIENCE AND NEEDS

Hj operations to my experience is to new generation companies founded and novel pattern is very important, but how to do to attract customer is the most important, from free to profit, hj they told us once again, free, practical, is the long strategy, innovative enterprise no matter which line which industry, we should grasp the customer points of interest.

## 4. IMPROVEMENT

Hj operations can be done on the propaganda from online to offline, even the new model, but offline promotion effect is also can not be ignored.

Then they should give us a more appropriate free audition opportunities to reassure type on consumers.

Within the company should be timely and responsible manner to develop high quality courses, give customers a better experience.

## 5. LAW

At present the country for the network platform of the various laws and regulations are not perfect, but we still could meet the following questions.

*1)* Course quality problem, have been uncovered

*2)* Network course after risk, refund, etc

*3)* The internal education personnel labor problem

*A. How to Avoid*

*1)* A real-time monitoring quality of course

*2)* Must be reported to the class personnel identity verification test and intentions

*3)* Credit education personnel, qualification, ability to assess

## 6. CONCLUSION

Through the analysis of the wabsite-Hj operations website, one of the high-profile website is hj operations. Operations at the same time use the attitude of the investigation shows that many people still belongs to the watching. So it will have a large market potential. Customer concerns focused on curriculum quality of lighting, communication mode and teachers' qualifications. Consequently, with the mature of MOCC technology, the education type of network school will be more and more recognized by users.

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