

目标68

Internet teaching successfully connecting the spots overseas

Internet can break the restrictions of time and location. Students can learn from the master of abacus mental arithmetic via Internet. The international contest of abacus mental arithmetic can also be held online for students from all over the world to compete and interact with each other.

How could the enterprise of CMA be expanded to so many countries within just ten years? This is while other tuition centres teaching abacus mental arithmetic mostly couldn't succeed in operation and closed within few years.

Tai Chiang Ching said, "The reason is that CMA has developed a series of comprehensive teaching methods based on my 30 years of teaching experience. CMA has quality teaching, developed teaching materials, and created an internal management system that other couldn't." Tai works for 13 hours every day, putting much more effort than others and spent much time on development and creating teaching material for CMA. This is on top of building the Internet system and developing strategies of comprehensive marketing. Thus, those who are interested in joining CMA franchise system can collect information online.

After they compared CMA with other industries, they felt the teaching system that CMA provides was the most comprehensive. With 30 years of teaching experiences, Tai had adopted the newest teaching method of "Two-handed Abacus Manipulation." He recorded his demonstration of teaching on VCD. Newly trained teachers can utilize the VCD for teaching, with amazing and lively Internet teaching. This kind of teaching effect can only be found in CMA. The "Internet Practice" he invented has opened a vision for teaching in abacus mental arithmetic. When he was expanding his franchise system, he would also adjust and improve the teaching method and learning contents online through observation of different cultures in different countries and its acceptance by children.

Origin of creation on interactive teaching

In 1997, Tai began to build the website for CMA. At that time, the technology of Internet had just started. At the beginning, the CMA website only provided information and introduction. As Internet technology changed when time goes by, the CMA website was also upgraded.

Where did Tai get the idea about Internet interactive teaching and learning from? In 1992, when Tai was 32, he joined a three days of “Fire Phoenix Workshop,” a course just introduced from the U.S.

The course provided the strategies of operation in eight fields of life to students through video teaching, including personal development, operation management, psychology, career, family, health, leisure and financial management.

This course made Tai think about teaching abacus mental arithmetic through VCD in order to reach the international level of teaching, equivalent to “taking the teacher home.” He therefore began to record videos of teaching, and got someone to write the computer program in order to create the practice questions on abacus mental arithmetic, combining video teaching and Internet. This was gradually achieved after the office in Hong Kong had been established. The CMA franchise in Hong Kong became the first place of experimentation for “Internet Practice.” He built a system of teaching and learning with practice questions for CMA students, who would get an account and password to practise online anytime and anywhere.

Thus, students can also practise abacus mental arithmetic questions at home. Their practice results would be recorded, so they can compare the points they accumulated each time.

After 2002, CMA expanded to other countries in Asia, Africa, Australia, America, etc. Those franchisees all learned about CMA through the website. Thus, the Internet is the major factor for CMA to have the opportunity to expand. In the CMA website, users can see the Internet Interactive Practice, Learning Abacus Mental Arithmetic by Playing, imagery memorisation Card Teaching, more

than 500 teaching materials, as well as videos about media coverage on the teaching accomplishment of Two-handed Abacus Manipulation that Tai had designed and created.