

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

Ma Jingwen

STRATEGIES USED TO EVALUATE ONLINE EDUCATION

Master`s thesis

specialty 1-26 80 04 "Management"
(profile "Financial Management")

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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis on the topic: Strategies Used to Evaluate Online Education:
50pages, 6 figures.

The object of the research: CZ online education company

The subject of the research: This paper makes a detailed analysis of the actual development of CZ online education company, and expounds some operable solutions, which has certain reference significance and value for the development of domestic online education field.

The main goal of the research:

1. Use PEST and SWOT analysis and other strategic analysis methods to study CZ online education company. The advantages and disadvantages, opportunities and challenges of the company are summarized. Formulate a sound development strategy.
2. Combined with the characteristics of the online education industry and the positioning of CZ online education company itself, through the feasibility analysis of the three strategies of CZ online education company, so as to determine the strategy suitable for CZ online education company itself.
3. The strategy chosen by CZ online education company to adopt specific implementation measures.

Research methods: Analysis of the literature, PEST analysis and SWOT analysis.

This paper is divided into three chapters. The first chapter mainly elaborates the relevant concepts and theories of strategy as well as the strategy correlation analysis methods adopted in this paper. The second chapter mainly elaborates the detailed and comprehensive research and analysis of the actual situation of CZ online education companies with the help of PEST and the Five Forces Model. And elaborates the current state of development of the enterprise, and makes a series of analysis on the internal conditions of CZ online education company with the full help of SWOT analysis. The third chapter mainly elaborates the relevant strategic development goals implemented by CZ online education company according to its own positioning. And puts forward the corresponding measures according to the implementation of the strategic development goals .