

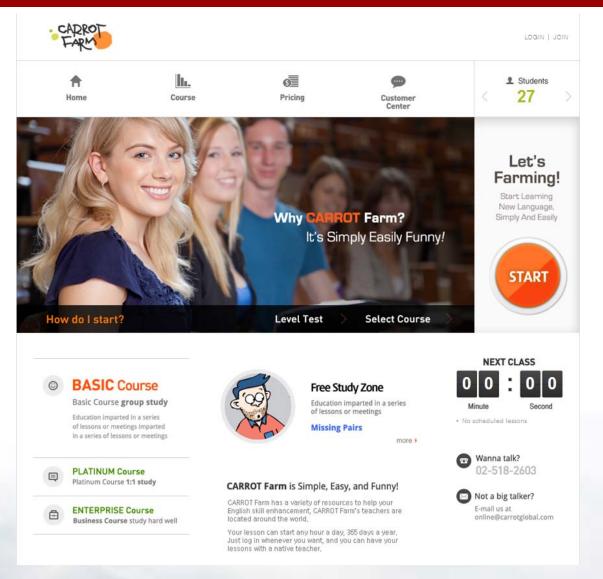
CARROT GLOBAL English Products

INDEX

- CARROT FARM Virtual English Class
- 2 SPAC English Assessment Center
- 3 CARROT BOOKS

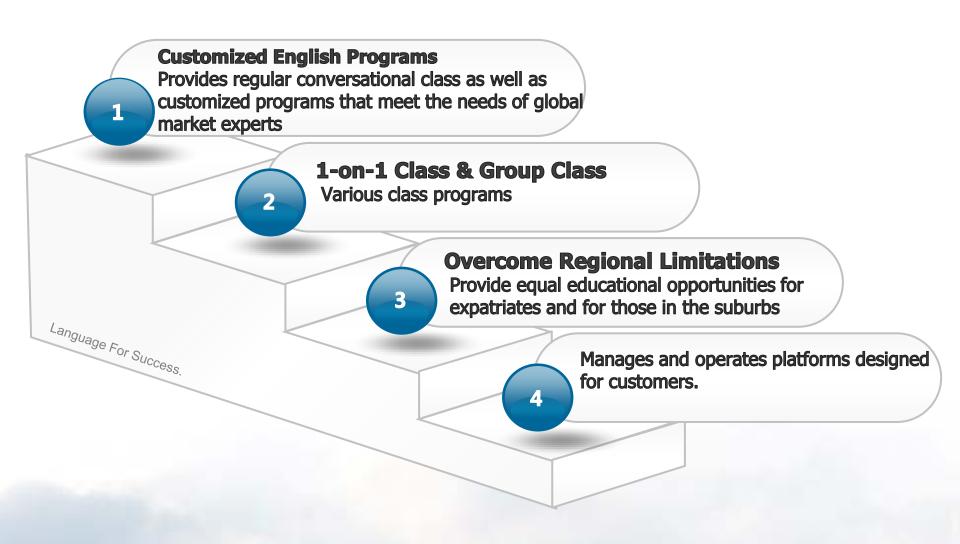
1. CARROT FARM - Virtual Class

CARROT FARM www.ecarrotfarm.com



1-1. Features of CARROT FARM

CARROT FARM www.ecarrotfarm.com



1-1. Features of CARROT FARM

CARROT FARM www.ecarrotfarm.com

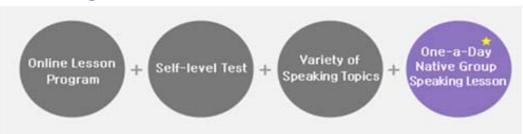
- Face-to face classes with native foreign speakers provides direct interaction with foreigners
- Virtual delivery of feedback and class materials enhances students' learning
- Learning manners and gestures used globally allows higher cultural understandings
- One to one personal management offers systematic student management

FOSTER KEY GLOBAL MARKET LEADERS

1-2. Basic Program – Group Class

CARROT FARM www.ecarrotfarm.com

Advantages & Service



- **▼** Sharing learning objectives with other learners
- **Y** Beginning Level: Enhance adaptability to English speaking environment
- Advanced Level : Improve the conversation skill through English discussion and role play
- ✓ Cost-effective class operation and management



1-3. Platinum Program – 1on1 Class

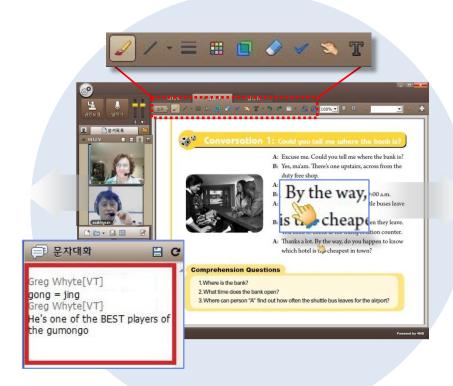
CARROT FARM www.ecarrotfarm.com

Advantage & Service



- 1:1 feedback on pronunciation, grammar and expressions







Interesting Online Contents

CARROTGlobal Inc.

1-4. Enterprise Program

CARROT FARM www.ecarrotfarm.com

- ✓ Provide classes that meet customers' needs
- Y Provide dynamic educational modules that reflect different goals and levels of students
- \overrightarrow{V} Provide study tools to help build global competencies of companies





On the Job English



Live global news

1-4. Enterprise Program

CARROT FARM www.ecarrotfarm.com

- ✓ Provide all of advantages of offline in-house classes through online virtual class
- \overrightarrow{y} Operate a dedicated education platforms for a customer's company only at customer's needs

Operating Group Class: The maximum number of students per class is twenty

Online Virtual Class





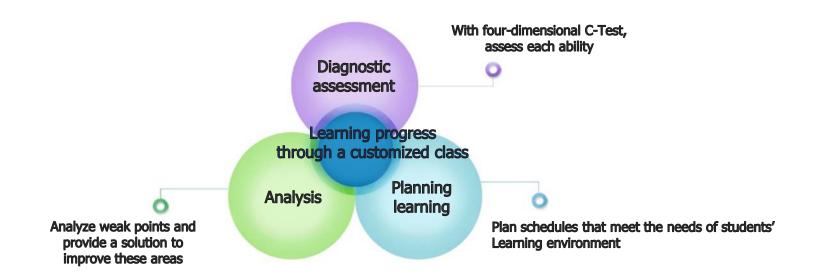




1-5. Curriculum

CARROT FARM

www.ecarrotfarm.com







1-5. Curriculum

CARROT FARM www.ecarrotfarm.com

I: Conversation

COURSE	LEVEL	TEXTBOO K
Novice	[0~1Leve] Pre GET UP TO SPEED 1	"PRE" GET UP-TO-SPEED
	[2Level] Pre GET UP TO SPEED 2	GET UP-TO-SPEED
	[2~3Leve I] NEW GET UP TO SPEED 1	Moor UP GO U
Conversation	[3Level] NEW GET UP TO SPEED 2	GET UP TO SPEED
Conversation	[4Level] NEW GET UP TO SPEED 3	GET UP TO SPEED Waster
	[5Level]]NEW GET UP TO SPEED 4	GET UP-TO-SPEED

II: Biz English

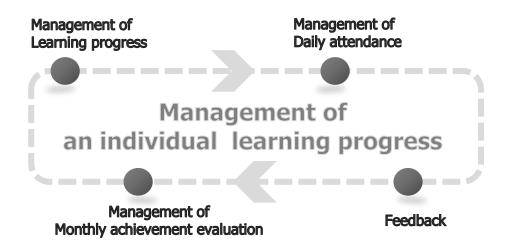
COURSE	LEVEL	ТЕХТВООК
Novice	[1~2Level] Pre Business Basic 1, 2	PRE BASICS
Beginner Intermediat e	[3~6Level] Business Basic 1, 2	Business Business
Biz Skill Course	[5~7Level] Presentatio n Skill	有有
	[6~7Level] Manageme nt	
	Meeting	New Action
	Negotiatio n	2
	Marketing	Marketinis II
Biz Writing Course		

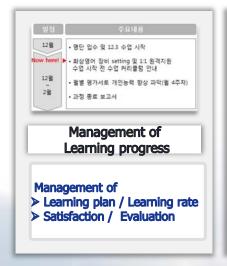
III: Discussion

COURSE	LEVEL	TEXTB OOK
	[4~5Le vel] Active Discussi on 1,2	
Discussion	[6~7Le vel] Dynami c Discussi on 1,2	Charles Constitution of the Constitution of th
	[6~7Le vel] The Reuter's News	(C) REUTERS

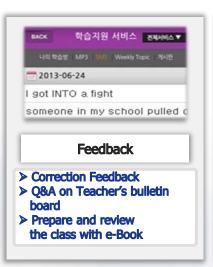
1-6. Learning Management System

CARROT FARM www.ecarrotfarm.com











1-6. Learning Management System

CARROT FARM W

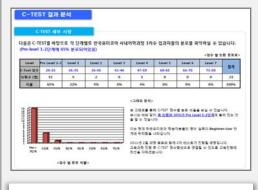
www.ecarrotfarm.com

Class satisfactory report

Before/After assessment report

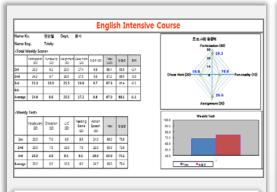
Analyze and Report Student Achievement Data





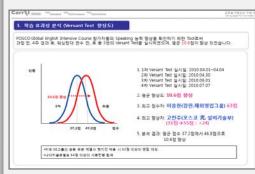
Before/After Evaluation Report

- > Score of each evaluation criteria
- > Monthly improvement graph
- Comparative analysis to whole students



Satisfaction Report

- ➤ Analysis a satisfaction for class
- > Q.C of satisfaction during the progress
- Suggest an improvement plan according to customer's needs



Education results Report

- ➤ Analysis the class effects
- > Analysis the normal distribution

1-7. Teacher's pool in Global Center

CARROT Farm

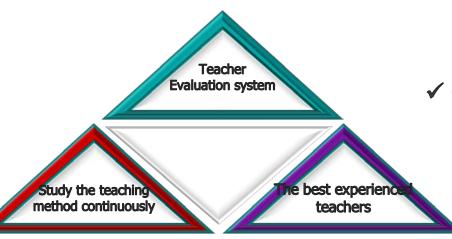
www.ecarrotfarm.com

Total		624 teachers	Location
	North	USA Center: 140	New Jersey Education Center
English Teachers	America	Canada Center : 150	Toronto Education Center
	Philippines	Philippines : 334	Ortigas Education Center

1-8. Global teacher management

CARROT Farm www.ecarrotfarm.com

Teacher Management System



✓ The best experienced teachers



- A degree in English or official certification of English teaching
- Over 2 years experience in teaching English to foreigner
- Complete of Carrot Korea Training Program

✓ Continuous research on teaching methods



- Discuss the teaching method between the managers and HQ through weekly meeting
- Adopt the professional TESOL Program

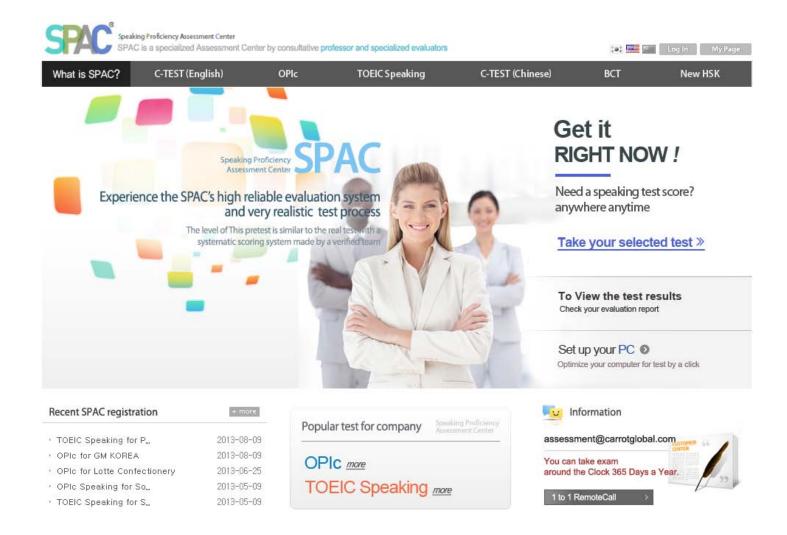
✓ Teacher evaluation system



- Class Monitoring in real time
- Provide class feedbacks that reflect students' satisfaction survey
- Share instructor's performance monthly

2. Assessment Center

SPAC www.thespac.net



2-1. Instruction

SPAC

www.thespac.net

1. Instruction

Speaking Proficiency Assessment Center(SPAC) is affiliated with Carrot Global (Inc) R&D Department and is responsible for assessing and analyzing English speaking skills. Composed of professional raters and advisory professors, SPAC provides quick, credible and accurate assessment tools

2. Features of C-TEST

Cost-effective quick, reliable and accurate language speaking test.



Validity

Effective assessment tool aimed at providing high validity.

Reliability

Provide accurate score analysis by expert raters; and ensure reliable assessment through monthly rater trainings.

Analysis

Provide score data analysis per companies/industries, and show graphs to compare achievement levels.

Quick & Convenient

- Able to take the test anytime and anywhere
- Receive test score within 3 days of taking the test

CARRUT Global Inc.

2-2. Evaluation Criteria

SPAC www.thespac.net/en

3. Test Composition

Part A: Reading Aloud	Test takers read printed, numbered sentences in the order requested
Part B: Listen & Repeat	Test takers repeat sentences verbatim
Part C: Sentence Building	Test takers rearrange the phrases in a random order into a sentence
Part D: Responding Skill	Test takers respond to the question by choosing an appropriate answer from examples
Part E: Story Retelling	Test takers listen to a story and retell the story in their own words
Part F: Open Question	Test takers are asked for an opinion about a given question

4. Evaluation Criteria

Criteria	Description
Sentence Mastery	Evaluates the ability to understand, recall, and produce English phrases and clauses in complete sentences.
Fluency	Evaluates the ability to speak fluently with logical thinking and cohesive organization related to the topics.
Comprehension	Evaluates the ability to understand the main ideas in all topics and situations and to convey ideas on what was understood.
Vocabulary	Evaluates the ability to understand common everyday words spoken in sentence context and produce these types of words as needed.
Pronunciation	Evaluates the ability to produce consonants, vowels, and stress in a native-like manner in a sentence context.

2-3. Process - Registration & Rating

SPAC www.thespac.net

5. Process of Registration



Step 1. Register for C-Test \rightarrow Review test guide \rightarrow Take the C-Test

Step 2. Answer the questions → Complete

6. Process of Rating



Step 1. Assign a rater → Rating



Step 2. Rate completion → Analyze the result



Step 3. Reporting *Evaluation Report* and provide *Certificate of Proficiency*

2-4. Example of IBT C-Test

SPAC

www.thespac.net

C-TEST SAMPLE

Part A. Reading Aloud

Directions:

Now, Please read the sentences as you are instructed. (You will be given 6 seconds to answer each question.)

Example : A voice says, "Now read sentence No. 2." Then you says, "There are hundreds of mountains zigzagging under the ocean."



- 01. Some of the biggest volcanoes on Earth have never been seen.
- 02. There are hundreds of mountains zigzagging under the ocean.
- 03. What am I supposed to do to finish the sales report by the deadline?
- 04. Many visitors used to buy video players in Japan.
- 05. We are living on the fourth planet from the sun.
- 06. But, Jay, what else can you do for the conference?
- 07. As she walked, she did different things with the dish towel.
- 08. I won't ever be a mean and immoral scientist like you!
- There would be heavy clouds above the hills.
- 10. It must have been something in the air that caused Jack to shout.



Question

2-4. Example of IBT C-Test

SPAC

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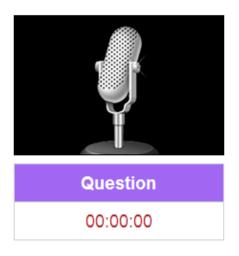
C-TEST SAMPLE

Part E. Story Retelling

Directions:

Now, you will hear one short story. The story will be read twice. When you hear the beep, you will have 40 seconds to retell the story in English.

You will hear another beep at the end of the 40 seconds.



2-5. Evaluation Report

SPAC www.thespac.net





Total Score / Level

: Able to check score and level



Score for each sections

: Easy to check one's strengths and weaknesses



My ranks to total ranking



NDC Analysis

: Check the normal distribution curve

2-5. Evaluation Report

SPAC

www.thespac.net

•••••	••••	Evaluation Comments / 평가 코멘트 Korean
The overall score is t	he averas	s understanding and speaking ability based on native level of English. Ie score calculated from the five skill area scores and each skill area score is given a different weightlerall erall score will be marked between 20 and 80.
Total Score 종합점수	54	Has sufficient vocabulary to discuss topics related to family, hobby, personal interests, career, trave I and current affairs. Generally uses a wide vocabulary resource readily and flexibly but makes minor errors in more com plex communication or when talks about unfamiliar topics. Pronunciation and intonation are mostly intelligible even if a foreign accent is evident with occasion at lapse. Possesses a basic ability to communicate that makes living abroad possible. Is able to understand words in context on topics of personal interests and within his/her field. Is able to summarize the main ideas of what is said and repeat back. Furthermore develops topics by adding own ideas. Is able to ask interlocutor rephrase to confirm mutual understanding and question in-depth with own opinions. Is able to explore any resources available and explains what is understood. Is able to convey meaning by qualifying words and expressions meaning something similar.
Fluency 유창성	52	Is able to talk about unfamiliar topics but requires a training of organizing elaborated ideas coherent y. Speaks with confidence at normal speed and convey message efficiently but with some inaccura cies.
Sentence Mastery 문장 숙달성	53	Convey clear message in sentence forms but limited flexibility of diverse idiomatic expressions.
Comprehension 이해력	56	Can rephrase what he/she understood with his/her own words and generally follow the main point s of lengthy message.
Vocabulary 어휘	48	Produces speech with an appropriate range of vocabulary but shows some grammatical errors (subject-verb agreement and tense).
Pronunciation 발음	62	Pronounce both vowel and consonant correctly and is able to pronounce a new word naturally with spelling. Generally shows natural accents and intonations. Recommend to have practice words stressed on the second or the third syllable.



Evaluation Comments

: Analysis of total score and feedbacks per each evaluation criteria

2-5. Evaluation Report

SPAC www.thespac.net

Beginner

вм

(Beginner- (Beginner-

26-32

вн

33-39

BL

Low)

20-25

	Evaluatio	n Criteria Description / 평가영역에 대한 설명	
Fluency 유창성	Fluency reflects the ability to speak fluently with logical thinking and cohesive organization related the topics. Performanc depends on clear and coherent developing, and organizing and logical addressing of ideas.		
entence Mastery 문장 숙달성	Sentence Mastery reflects the ability to understand, recall, and produce English phrases and clauses in com plete sentences. Performance depends on accurate syntactic processing and appropriate usage of words, ph rases, and clauses in meaningful sentence structures.		
Comprehension 이해력	Comprehension reflects the ability to understand main ideas in all topics and situations and convey ideas on what he/she understood. Performance depends on accurate comprehension of context and responsed contents based on what he/she understood.		
Vocabulary 어휘	Vocabulary reflects the ability to understand common everyday words spoken in sentence context and to produce such words as needed. Performance depends on familiarity with the form and meaning of everyday words and their use in connected speech.		
Pronunciation 발음	Pronunciation reflects the ability to produce consonants, vowels, and stress in a native-like manner in sentence context. Performance depends on knowledge of the phonological structure of everyday words as they occur in phrasal context.		
		대 亨德,陶宗,司清祖教表達法 淸奈見(改宗,司清祖) = = = = = = = = = = = + 다. 나 언어능력을 향상시키기 위해서는 다음 내용을 따르시오.	
a speaker viewpoints Practice keeping u documentaries, live i Practice identifying Focus on developi Practice using a v. When you talk abo dingly rather than a p. Practice communic e circumstances. Expand your reper	and attitudes as well as p with language spoken nterviews, talk shows, pl arguments supporting at ny a clear pronunciation and to plose with oth repared speech. atting spontaneously with toire of vocabulary items *, "that is to say", let	at a normal speed by watching and summarizing TV news, current affairs programs, ays and films. ad opposing points of view while listening to an animated discussion.	
TEST	Score/Level	Description / 안내	
	Level 6(130-150)	Gives appropriate responses according to the topics and efficiently manage complicated problems and situations. Shows some unclarity in pronunciations and intonation	
OEIC Speaking	Level 0(130-130)	s, and uses vocabulary with limited flexibility.	

Intermediate

(Inter

mediate-

(Inter

mediate-

IE

(Inter

mediate-

ΔI

Low)

IL

(Inter

mediate-



Evaluation Criteria Description



Advanced

ΔM

(Advanced- (Advanced-

71-75

76-80

Recommended study method from a teacher

2-6. Certificate of Proficiency

SPAC

www.thespac.net

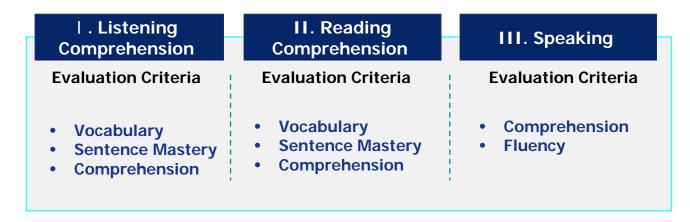


2-7. Junior C-test

SPAC

www.thespac.net

- Internet Based English Proficiency Test
- ◆ Testing Targets : Pre-school child ~ Middle school student
- Test composition and Evaluation criteria

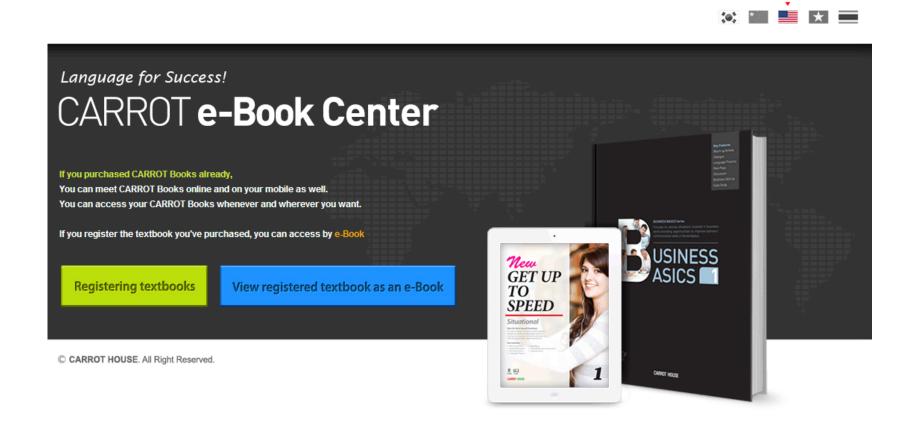


Communication Skills up

3. CARROT BOOKS

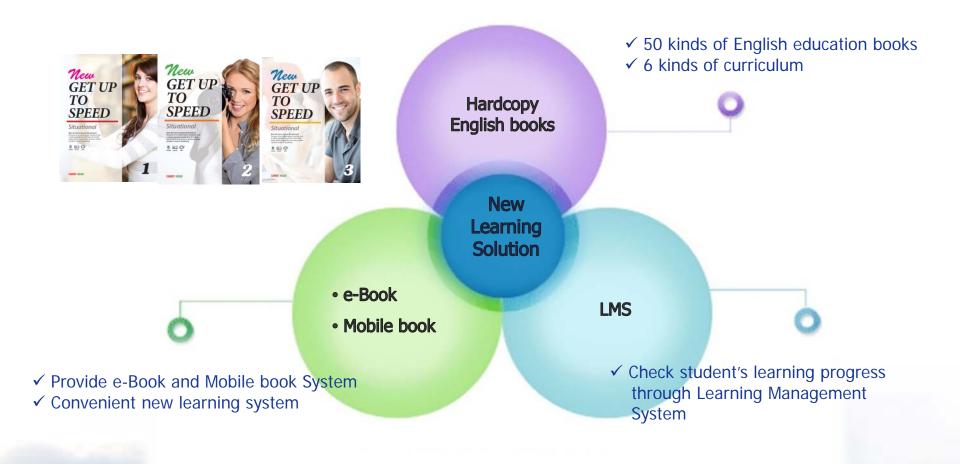
e-Book Center

http://ecarrothouse.com



3-1. Advantages of CARROT Books

CARROT FARM www.ecarrotfarm.com



3-2. e-Book Center

e-Book Center

http://ecarrothouse.com

1. What is the e-Book Center?

- CARROT e-Book center provides service for e-Books and voice recording service to customers for free.
- Once entering an ISBN number of any CARROT's hardcopy book on CARROT e-Book Center,
 a customer can access e-Books anytime and anywhere.
- CARROT e-Book Center has a recording system and gives a customer feedback on pronunciation and intonation immediately after completing a recording.
- The prompt feedback from CARROT e-Book Center recording system will help you correct your pronunciation and intonation.

2. How to use?

- 1) Access CARROT e-BOOK Center's website (<u>www.ecarrothouse.com</u>)
- 2) Register information of purchased book's ISBN number, E-mail, place of purchase
- 3) Confirm registration

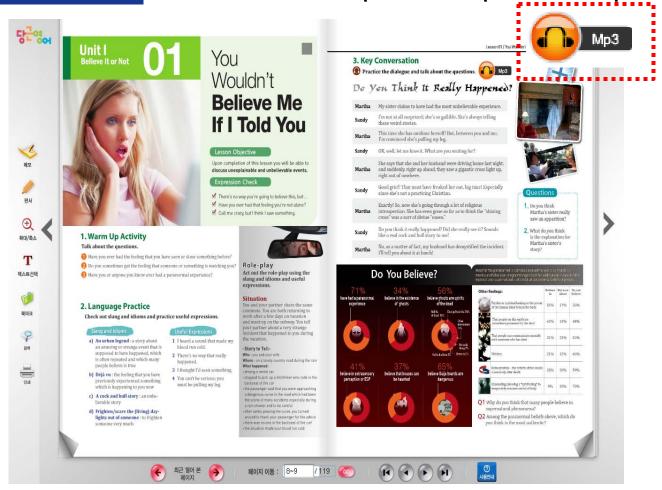
3-2. Advantages of e-Book Center

e-Book Center

http://ecarrothouse.com



All conversation are recorded by Native speakers and provided as Mp3 file



3-2. Advantages of e-Book Center

e-Book Center

http://ecarrothouse.com

Speaking Training

The recording system give you feedback on your mistakes right after completing recording.



3-3. CARROT BOOKS

e-Book Center

http://ecarrothouse.com

Conversation



Business English



Discussion



3-3. CARROT BOOKS

e-Book Center

http://ecarrothouse.com

Biz Skill



Job & Industry Topics

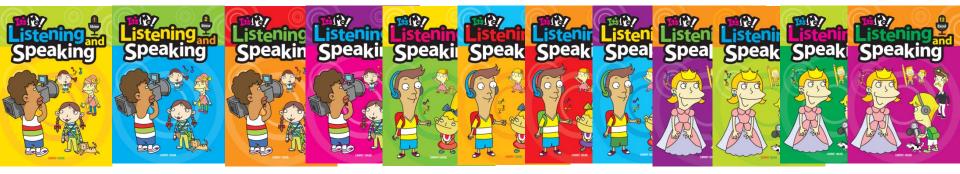


3-4. Junior English Books

e-Book Center

http://ecarrothouse.com

Listening and Speaking (1Level~12Level)



Grammar (1Level~12Level)



3-4. Junior English Books

e-Book Center

http://ecarrothouse.com

Student (1Level~12Level)



Reading (1Level~12Level)





<u>Inquiry</u>

Beijing : Thomas Kim Tel : 186-1132-3734 E-mail : yongzhukim@carrotglobal.com

Seoul(HQ): Sunny Won Tel: 82-2-70-7418-5227 Fax: 82-2-518-5468 E-mail: sunnywon@carrotglobal.com

Website

•CARROT FARM : www.ecarrotfarm.com / SPAC : www.thespac.net/en / e-Book Center : http://ecarrothouse.com