

博实乐
Bright Scholar

博学修实，乐志未来
Bright Scholar, Bright Future.

博实乐教育集团

原碧桂园教育集团

我们始终坚信，教育是世界上最伟大的事业。

博实乐，二十多年的沉淀与积累，精心打造教育界“奢侈品”，作为中国民办教育的领跑者，一直走在中国国际教育领域的前沿，为中国的教育树立光辉典范。

博实乐业务涵盖幼儿园和学校教育、培训辅导、海外游学、国内营地、教育科技，已经成为中国最大的多元化教育集团之一。

博实乐汇聚一众国内外“人类灵魂的工程师”，为每个孩子的成功人生不懈努力，为社会进步培养栋梁之材，为世界发展输送国际精英。

博实乐——博学修实，乐志未来。

Bright Scholar Education Group

Formerly known as Country Garden Education Group

We believe that education is the greatest pursuit in the world.

Bright Scholar has spent the past 20 years creating a unique premium brand within the Chinese education industry. As a privately funded education company, it has the privilege of operating one of the oldest international schools in China. Bright Scholar has been leading the Chinese international education industry from all sectors and has set various examples and industrial benchmarks through its history.

As a leading multi-disciplinary education group in China, Bright Scholar's expansive core business operations cover regular kindergarten and school education, extracurricular training services, overseas study tours, domestic camps and education technology.

Bright Scholar has accumulated a cohort of highly trained and experienced domestic and international talents whose aim is to educate the future leaders of the world as well as the future backbone of Chinese society.

Bright Scholar, Bright Future.

生根萌芽 Sprouting

1994年，一所高品质寄宿制社区学校在第一个碧桂园楼盘里拔地而起，这是中国大陆第一所由中国人开办、招收中国学生、全面实施IB三个阶段课程的国际学校，开创了中国国际素质教育的先河。

In 1994, a high quality boarding community school was built in the first Country Garden community. It has the privilege of being one of the oldest international schools in China, which gave priority to the recruitment of Chinese students, and utilization of International Baccalaureate's (IB) programmes - PYP, MYP and DP within the IB international curriculum.



1994年2月18日 广东碧桂园学校奠基仪式
The Foundation laying ceremony, February 18th, 1994



1994年1月28日，首次招生，报读人数超过1600人（预计人数的两倍），择优录取1309人。

The first student enrollment with over 1600 applicants (two times greater than expectations), enrolling 1309 outstanding students on January 28th, 1994.



1994年3月28日，首次全国招聘，在约8000名应聘者中最终录用115名一流的干部和教师。

The first nationwide recruitment interviews resulted in the hiring of 115 top-level faculty and staff from over 8000 applicants on March 28th, 1994.



1994年9月4日 广东碧桂园学校正式开学

Guangdong Country Garden School official opening, September 4th, 1994

茁壮成长 Growing

第一所学校成立于广东顺德。
The first school was established in Shunde, Guangdong.

第一批毕业生升学率100%。
100% university enrollment rate for the first batch of graduates.

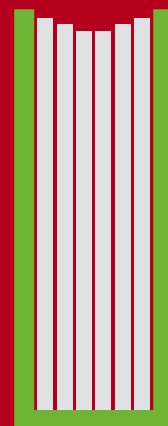
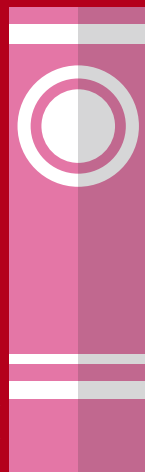
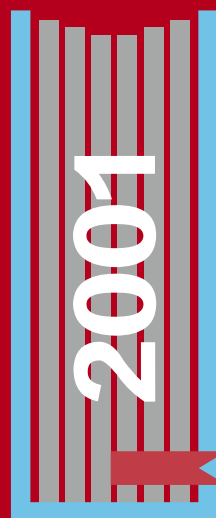
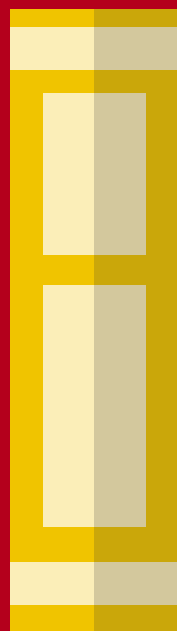
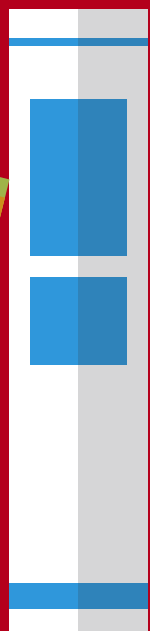
首次获得国际文凭组织（IB）官方授权DP与MYP课程教学资质。

The first official authorization for DP and MYP curriculum teaching qualification by the International Baccalaureate (IB).

第一所分校成立于广东广州。
The first Guangzhou branch school was built.

《碧桂园校本课程与课程体系》出版，特色教育模式正式建立。
Tailored and specialized "Country Garden school-based curriculum and curriculum system" was published.

广东省教育厅授予广东碧桂园学校“广东省先进民办学校”称号。
Guangdong Country Garden School was awarded "Guangdong Advanced Private School" by Department of Education of Guangdong Province.



碧桂园教育集团成立。
Country Garden Education Group
was founded.

首次获得国际文凭组织（IB）
官方授权PYP课程教学资质。
The first official authorization for
PYP curriculum teaching
qualification by IB.

首次获得剑桥国际考试委员会
（CIE）官方授权A-Level与
IGCSE课程教学资质。
First official authorization of
A-Level and IGCSE teaching
qualification by Cambridge
International Examination
Committee (CIE).

与剑桥国际考试委员会（CIE）
建立战略合作伙伴关系。
Through a strategic cooperation
relationship with CIE, Country
Garden Education Group became
registered as a Cambridge
associate.

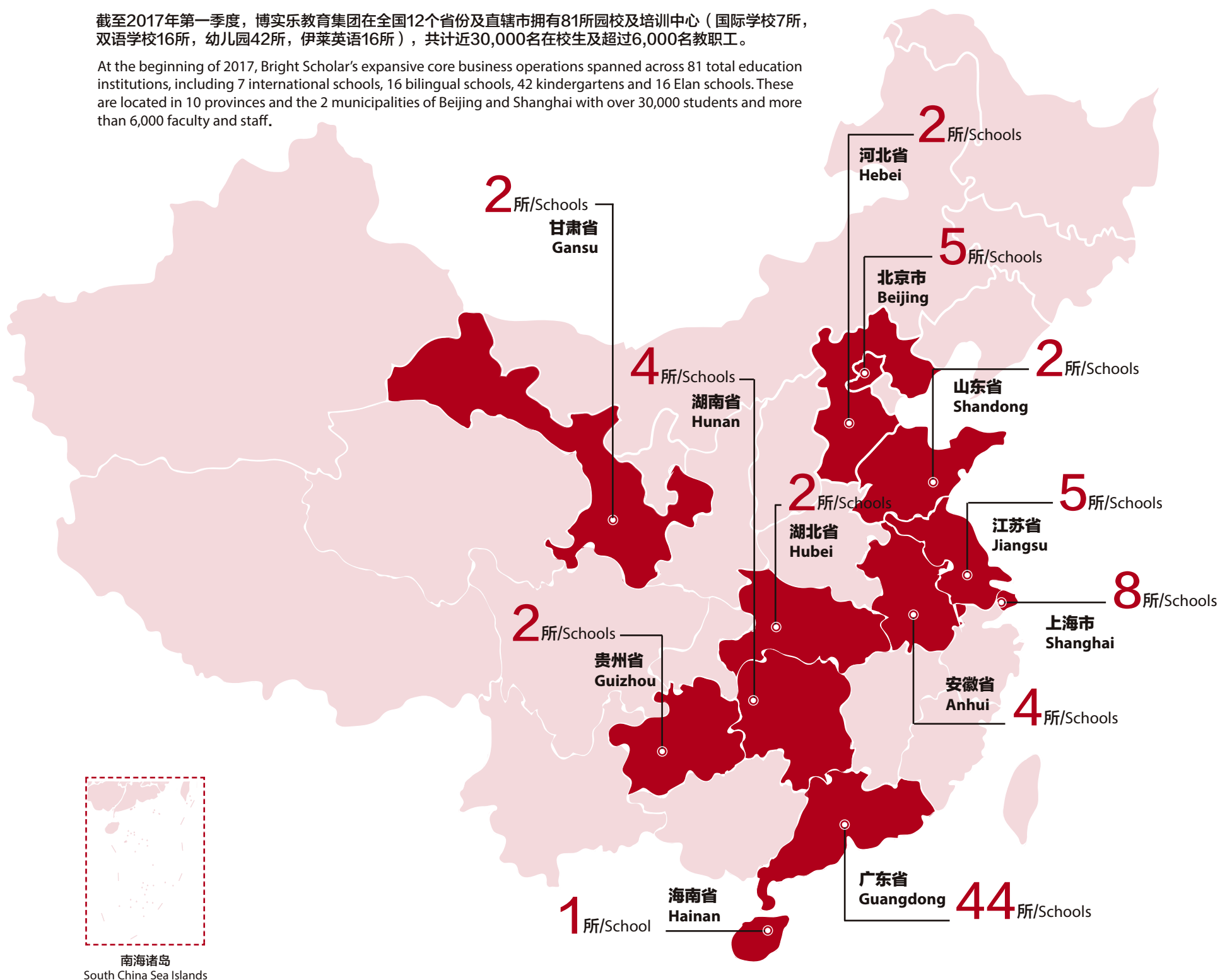
正式更名为“博实乐教育集团”，
并在美国纽交所上市。
Country Garden Education Group
renamed as "Bright Scholar
Education Group". And listed on the
New York Stock Exchange.



硕然绽放 Spanning

截至2017年第一季度，博实乐教育集团在全国12个省份及直辖市拥有81所园校及培训中心（国际学校7所，双语学校16所，幼儿园42所，伊莱英语16所），共计近30,000名在校生及超过6,000名教职工。

At the beginning of 2017, Bright Scholar's expansive core business operations spanned across 81 total education institutions, including 7 international schools, 16 bilingual schools, 42 kindergartens and 16 Elan schools. These are located in 10 provinces and the 2 municipalities of Beijing and Shanghai with over 30,000 students and more than 6,000 faculty and staff.



国际学校

International Schools

IB课程

IB Curriculum

由国际文凭组织IB(International Baccalaureate)授权，全球学生可以在相同的教学大纲与评估方式下取得相同价值的文凭，获得世界一流大学的广泛承认和尊重。

IB curriculum is authorized by the International Baccalaureate, offering standardized courses and assessments to students globally, and the diploma acquired under IB curriculum is of great value, recognized and respected by the world's top universities.

PYP幼儿课程 面向3-6岁幼儿

PYP Kindergarten for preschoolers aged 3-6

MYP中学课程 面向12-16岁中学生

Middle Years Programme for middle school students aged 12-16

PYP小学课程 面向6-12岁儿童

Primary Years Programme for school children aged 6-12

DP大学预科课程 面向16-19岁中学生

Diploma Programme for high school students aged 16-19

CIE课程

CIE Programmes

由剑桥国际考试委员会CIE(Cambridge International Examinations)授权，在全球160个国家近1万所剑桥学校中，每年有近100万名学生通过剑桥国际教育进入世界顶尖大学。

CIE programmes are authorized by Cambridge International Examinations, offering International Cambridge education for nearly 1,000,000 students from 10,000 Cambridge schools in 160 countries globally to fulfill their dreams of being admitted into the world's top universities.

IGCSE中学课程 面向15-16岁中学生

International General Certificate of Secondary Education (IGCSE) for middle school students aged 15-16

A-Level大学预科课程 面向16-19岁中学生

General Certificate of Education Advanced Level (A-Level) for high school students aged 16-19

AP课程

Advanced Placement Program

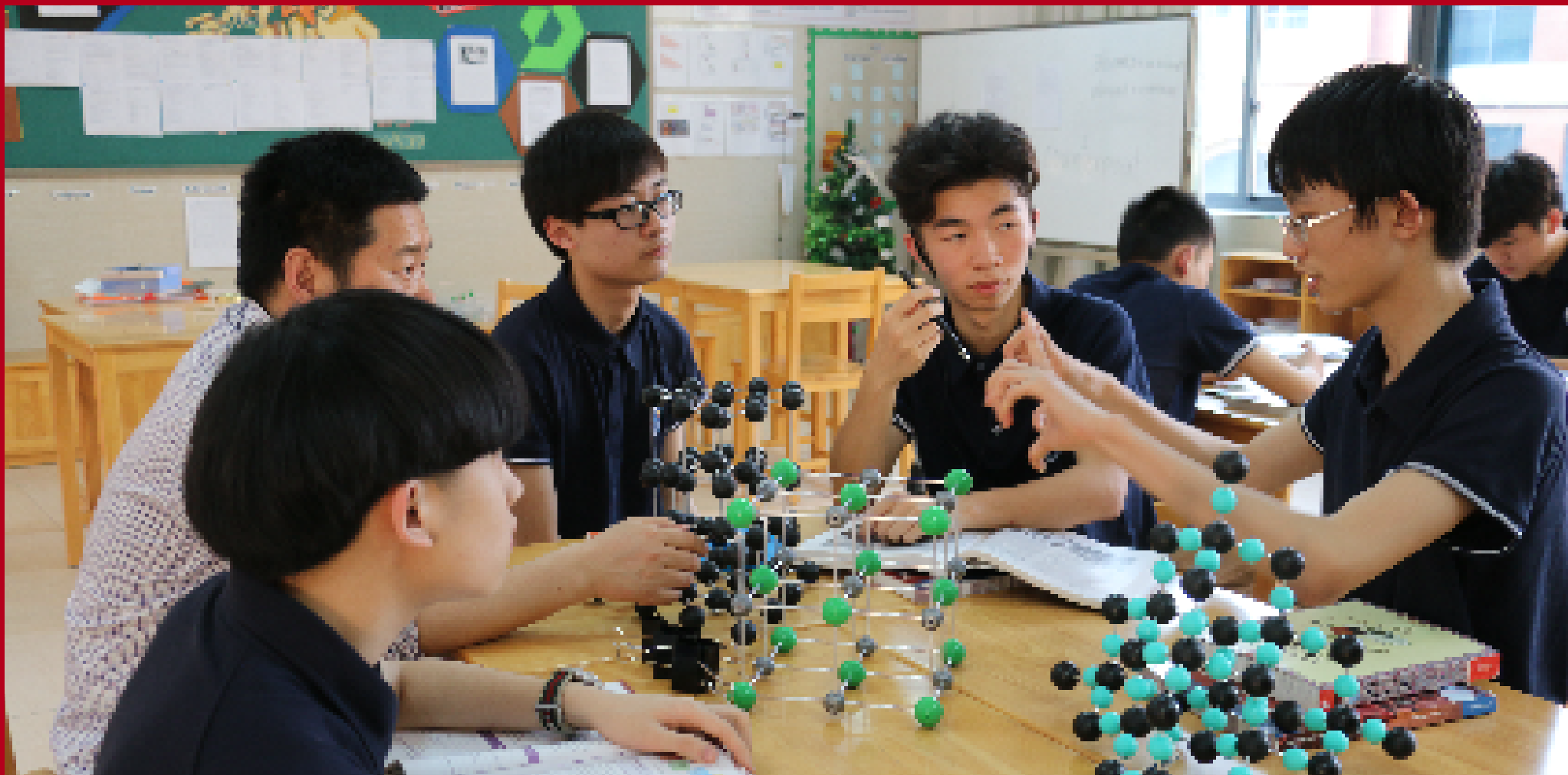
美国大学先修课程，由美国大学理事会主持，美国教育考试中心(ETS)出题和组织考试，现已覆盖20个门类37个学科。开设AP课程的学校在美国被视为具备教学实力的象征。面向15-19岁中学生。

The Advanced Placement Program, offered by the College Board, provides college-level courses for high school students aged 15-19. Currently, Educational Testing Service (ETS) develops exam questions and organizes the AP exams. AP now covers 20 subject groups, and 38 subject courses which symbolize the academic depth of high schools in the US.

IFY课程 International Foundation Year Programme

由英国北方大学联合会(NCUK)开发，开放给准备到英国大学联盟(UKUP)及澳洲大学联盟(AUP)就读所属成员大学本科的学生，是一个以商科和计算机为主要升学方向的国际预科课程。面向16-19岁中学生。

IFY is a pre-university qualification developed by the Northern Consortium (NCUK) preparing the students for the UK Unionist Party and AUP Universities. It is targeted towards students aged 16-19 with the plan to major in Business Studies and Computer Science.



其他国际合作课程 Additional International Curricula

中加高中双文凭课程 面向15-19岁中学生

Sino-Canadian Dual Diploma Program for middle school students aged 15-19

中美AH课程、中澳合作课程、中德合作课程 面向16-19岁中学生

Sino-US AH Program, Sino-Australian Programme, Sino-German Programme for middle school students aged 16-19

CAS课程 CAS Programme

全校一体化CAS(Creativity创新 Activity活动 Service服务)校本活动课程，学生可以通过社团、活动培养探究创新精神，认识和欣赏公益工作，获得为他人服务的机会，展现自我从而赢得社会赞誉。

CAS (Creativity, Activity and Service) is a school-based activity programme, which can be delivered through clubs and activities to cultivate students' spirit of exploration and innovation, so that students can understand and appreciate more of public service, and earn their own social praise through the services for others.



节目《我有一个梦想》
Performance of "I have a dream"



大山深处的爱心接力
Donations of educational materials to remote areas



中国高中生美式辩论联赛
NHSDLC (National High School Debate League of China)



学生社团航拍社
Aerial Photo Student Club

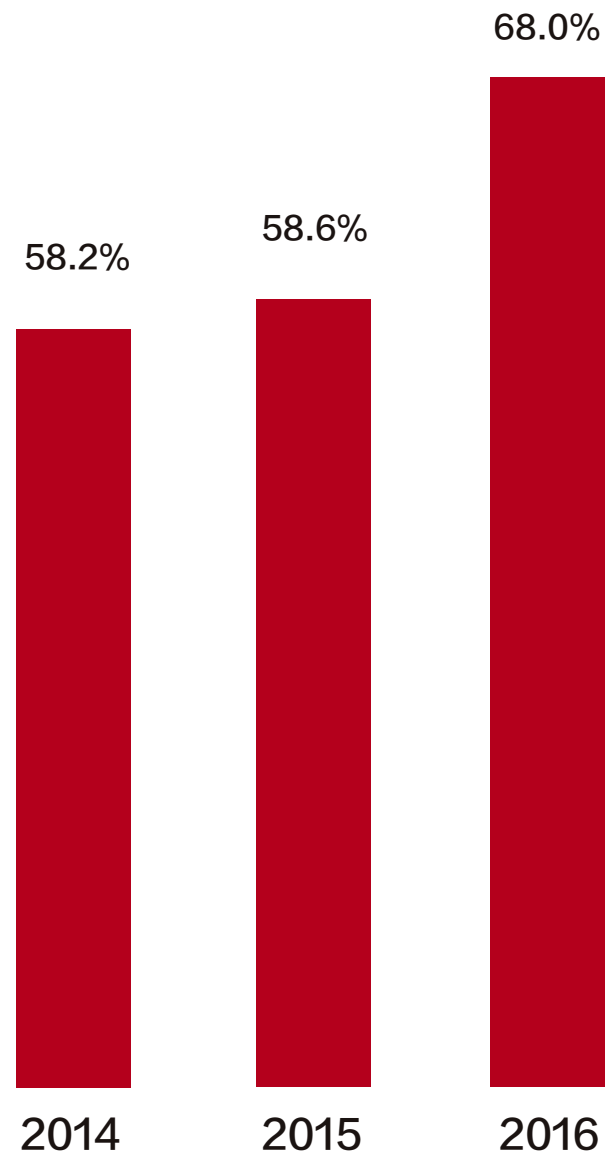
进军海外 顶尖学府

Admittance into the World's Top Universities



2014年 - 2016年DP、A-Level项目毕业生世界前50名校录取率增长情况

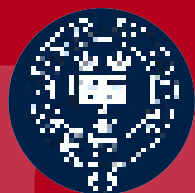
Placement rates into the world's top 50 universities from 2014 to 2016 (DP and A-Level programme students)



2012-2017届部分TOP50名校录取概况 Admissions into world's top 50 universities (a segment of the graduates from 2012-2017)



剑桥大学
University of Cambridge
QS No.4
4人/Graduates



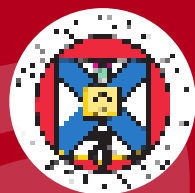
牛津大学
University of Oxford
QS No.6
12人/Graduates



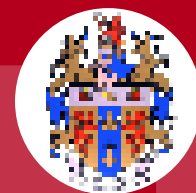
伦敦大学学院
University College London (UCL)
QS No.7
62人/Graduates



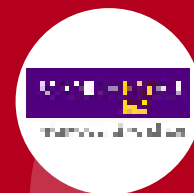
帝国理工学院
Imperial College London
QS No.9
30人/Graduates



爱丁堡大学
The University of Edinburgh
QS No.19
76人/Graduates



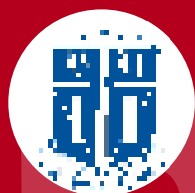
伦敦国王学院
King's College London
QS No.21
33人/Graduates



曼彻斯特大学
The University of Manchester
QS No.29
105人/Graduates



芝加哥大学
University of Chicago
U.S. News No.3
1人/Graduate



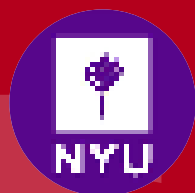
杜克大学
Duke University
U.S. News No.8
1人/Graduate



康奈尔大学
Cornell University
U.S. News No.15
1人/Graduate



加州大学洛杉矶分校
University of California, Los Angeles (UCLA)
U.S. News No.24
2人/Graduates



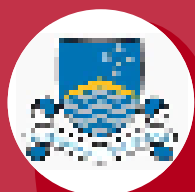
纽约大学
New York University (NYU)
U.S. News No.36
2人/Graduates



波士顿大学
Boston University
U.S. News No.39
6人/Graduates



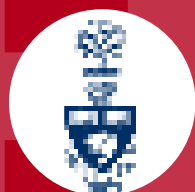
加州大学圣地亚哥分校
University of California, San Diego (UCSD)
U.S. News No.44
4人/Graduates



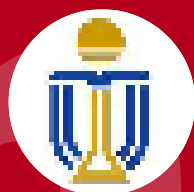
澳洲国立大学
The Australian National University
QS No.22
6人/Graduates



香港大学
The University of Hong Kong
QS No.27
38人/Graduates



多伦多大学
University of Toronto
QS No.32
44人/Graduates



香港科技大学
The Hong Kong University of Science and Technology
QS No.36
12人/Graduates



墨尔本大学
University of Melbourne
QS No.42
84人/Graduates



瑞士洛桑酒店管理学院
Ecole hôtelière de Lausanne (EHL)
专业No.1 by subject
27人/Graduates



罗德岛艺术设计学院
Rhode Island School of Design
专业No.1 by subject
1人/Graduate

注：1) 根据QS世界大学排名及U.S. News美国综合大学排名统计；2) 数据包含2017年预录取人数。

Notes: 1) University Rankings based on data from U.S. News Rankings and QS World University Rankings. 2) The data includes conditional offers made in 2017.

双语学校

Bilingual Schools

普通高考、艺术高考以及港澳台侨高考，满足个性化需求

Individualized Education: NCEE for general students, NCEE for art students, NCEE for students from Hong Kong, Macau, Taiwan and foreign expats

珠三角首创“天才儿童培养项目”

The first "Gifted Children Training Programme" in the Pearl River Delta

“负担轻、质量高”，“先学后教、小班分层”的教学模式

Teaching modes as "Light burden, high quality", "Teaching after learning" and "Multi-level teaching in small-sized classes"



成绩耀眼夺目 Outstanding Achievements

“低进高出，高进优出”的强大提升能力，13年来21人考入清华北大。众多学生考入浙江大学、上海交通大学、武汉大学、中山大学、复旦大学中央戏剧学院、星海音乐学院等国内顶尖大学。

“Making the most out of graduates during the school years.” - 21 graduates have been admitted by Tsinghua University and Peking University during a 13 year period. Numerous graduates entered national top universities such as Zhejiang University, Shanghai Jiao Tong University, Wuhan University, Sun Yat-sen University, Fudan University, The Central Academy of Drama, Xinghai Conservatory of Music, and many more.



优秀学生鹤立鸡群，状元轰动全城

Making the students excellent amongst others. Top scorers attracts the attention of the whole city.

幼儿教育

Kindergartens

名园加名宅 相得益彰

The kindergarten and housing suits each other in every aspect

中英文交流 双语特色

Daily conversation in both Chinese and English

三浴锻炼 快乐童年 (阳光浴、冷水浴、空气浴)

Undertake "3 baths" (sun bath, water bath and air bath) for better health and a happy childhood

自我服务 社区服务

Self-service and community service



社区教育

Community Education



伊莱英语为5-14岁少儿提供阅读指导、发音、文学和写作课程，为学生提供学以致用机会，提高他们的沟通、思考、解决问题的能力以及全球文化知识。每个伊莱的学生享受独特的学习体验，产生对英语学习的浓厚兴趣。目前全国共16家门店。

Elan offers English Guided Reading, Early Reader, Literature and Writing programs to students between the ages of 5-14. Elan Schools adopt a Whole Language Approach to allow students the opportunity to put the language they have acquired into effect. Elan not only develops students' listening, speaking, reading and writing abilities, but also improves their communication skills, thinking skills, problem solving abilities and knowledge of global culture. Every Elan student enjoys a unique learning experience and explores the pleasure of learning within an immersive English-only environment.

- 全语言教学模式
Whole Language Teaching Approach
- 美国麻省ELA体系与美国独立阅读评测系统相结合的英语应用空间
US-developed ELA System together with Star Reading Test
- 采用美国最权威的阅读能力测评和学习体系，与美国小学的英文阅读能力同步
The most comprehensive reading ability assessment and learning system in accordance with the U.S. national reading testing approaches for primary school.





为3到16岁孩子量身定制，遵循儿童身心发展规律和认知基础，打造一站式全龄教育精品。目前全国共2家门店。

In SPARK, one-stop education has been adopted to adhere to children's physical and mental development and cognition for children aged from 3 to 16. Currently, there are two centers in China.



国内营地 Domestic Camps

国内营地的开设秉承博实乐教育集团的企业理念，以亲民的价格为青少年提供安全、多元化、国际化营地体验，提升专业素养与软技能的深度学习，并依托地域特色提供丰富的在地性活动。

Consistent with Bright Scholar Education Group's vision and mission, domestic camps create safe and diversified camp environments to children and young teenagers at an affordable price. These are aimed at improving campers' academic capability and soft skills through deep learning classes while adding local fun to their camp life with well-designed outdoor and indoor activities.



海外游学

Overseas Study Tours

海外游学冬夏令营通过出国走进学校、课程学习、游览观光、入住寄宿家庭等多种方式，让营员体验当地生活，感受风土人情与文化差异。方便有留学计划的学生选择最适合自己的国家，坚定留学信心。

Overseas study tours provide university visit tours, course study, sightseeing, and a homestay experience so that participants can have a full immersion into local life, customs and culture. They can facilitate students to choose the right place and solidify their confidence to study abroad.

由海外业务精英团队精心设计线路，遍及英、美、澳、加、欧洲等多个国家。从旗下学校中选拔优秀教师领队保障安全，指导学生实现旅程收获最大化。

Tour routes throughout the United Kingdom, the United States, Australia, Canada, Europe and other countries are well designed by the International Business team. Tour leaders are chosen from Bright Scholar's pool of outstanding teachers in chain schools to ensure safety and maximize students' achievement throughout the whole journey.



名牌大学参访营 Top Universities Study Tour

与世界名校招生官面对面深入交流，选择最优留学院校
Face-to-face with admissions officers from top universities to optimize university applications.



ESL游学营 ESL Tour Camps

ESL (English as a Second Language), 游玩同时拿到英语学习证书
ESL (English as a Second Language) students receive an English language certificate while traveling.



主题拓展营 Specially-themed Camps

高端运动、机器人制作、电影编制等能力拓展课堂
Personal development classes such as high-end sport, robot production, filming and so on.



亲子文化体验营 Parent-accompanied Culture Camps

陪伴小宝贝的国外安全舒心旅行
Safe and comfortable overseas travel with kids

博学修实，乐志未来

Bright Scholar, Bright Future.

博实乐教育控股有限公司
Bright Scholar Education Holdings Limited

 www.brightscholar.com

广东省佛山市顺德区北滘镇碧桂园大道1号 邮编：528300
No.1 Country Garden Ave., Beijiao Town, Shunde District, Foshan City, Guangdong Province, 528300 PRC

 (+86) 0757 66832506  marketing@brightscholar.com