



cristina
bertrand

Këyï
school



CHINESE SIMPLE AND EASY

With the Kěyǐ System the student begins to read, write and speak in Chinese from the very first lesson, with material reasonable and functional to make learning easy and enjoyable.

THE MOST PRACTICAL VOCABULARY FOR DAILY COMMUNICATION

The lessons contain the vocabulary chosen by the official HSK program, the official examination of Chinese language for foreigners, which has been compiled by frequency of use. Therefore, it is the most practical for the daily communication of Chinese speaking, reading, and writing.

GROUND-BREAKING TEACHING METHODOLOGY

The innovative system of teaching Chinese – Kěyǐ – was developed by Dr. Cristina Bertrand in Shanghai, China. Dr. Bertrand developed her ground-breaking methodology after a lengthy and comprehensive study of didactic materials and the language teaching methods used in universities, academies, and learning centers.

The Kěyǐ System is based in neuroscience principles tested in the practice in hundreds of students in China, United States, and Spain. Its method, based in Repetition, Concentration and Interconnection and aided by the Void, achieves an extraordinary efficacy.

CRISTINA BERTRAND



has a Ph.D. in Philosophy and Letters by the **Universidad Complutense** de Madrid. Her doctoral dissertation was an interdisciplinary study about the **Yi Jing**, Chinese geography, history, philosophy, and art. She did post-doctoral studies at the **University of California**, Santa Barbara, where she was also a Visiting Scholar. She is a member of the **Academia Norteamericana de la Lengua Española**, headquartered in New York, associated with the **Real Academia de la Lengua Española** of Spain. She also has a degree in Fine Arts from the **Escuela Internacional de Arte Siena** in Madrid, a certification of methodology of learning by the **Universidad Autónoma** de Madrid and from the **Los Angeles Unified School District** in the United States.

Dr. Bertrand has extensive experience in learning-methodology and curricula development at several U.S. centers including the **City University of New York (CUNY)** and the **Los Angeles Unified School District (LAUSD)**. At the **Belmont Adult School** in Los Angeles, she was director of the Citizenship Program, developing curricula and directing 25 courses, 20 teachers and 13 Community Centers. Under her direction, attendance doubled in the first year, enrolling 6,000 students and raising the school's score from last to second in the entire district.

Dr. Bertrand also has extensive experience as a lecturer on the **Yi Jing** and Chinese culture (history, geography and philosophy) and has developed courses and seminars for business based on the Yi Jing through her practice in China at universities in Shanghai (**Jiaotong University, Fudan University, East China Normal University, Shanghai University, Shanghai University of Finance and Economics, China Europe International**).

“Learning Chinese is easy and all of us can master it.”

- Dra. Cristina Bertrand

COURSES

LEVEL 1 <i>36 hours</i>	LEVEL 2 <i>36 hours</i>	LEVEL 3 <i>72 hours</i>		LEVEL 4 <i>144 hours</i>			
COURSE 1	COURSE 2	COURSE 3A	COURSE 3B	COURSE 4A	COURSE 4B	COURSE 4C	COURSE 4D
LEVEL 5 <i>216 hours</i>							
COURSE 5A	COURSE 5B	COURSE 5C	COURSE 5D	COURSE 5E	COURSE 5F		

NOTE: Each course consists of 36 hours divided into 18 classes. Also, Dr. Bertrand has developed a 15 lesson book specifically for each course.

COURSE OF 36 HOURS/18 CLASSES

Enrollment fee: \$2400

Before enrolling in a course, please contact Cristina Bertrand at keyischool@protonmail.com

The enrollment fee can be paid by credit/debit and Alipay card through the Shop at the web address:
<http://cristinabertrand.com/Shop>



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