



cristina  
bertrand

# Kěyĩ school

SEMINARS AND  
COURSES

*Cristina Bertrand*

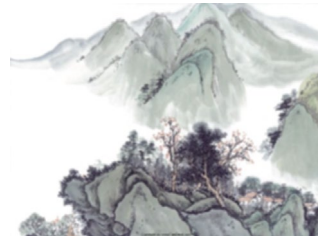


## CHINA

China is a fascinating country. Its spectacular geography has determined the course of its history, and the wisdom of the eminent Chinese sages has influenced the development of its society and traditions. Similarly, art has reached heights of excellence in all its manifestation, especially painting. Its famous trees, surrounded by Void in the misty mountains are a universal symbol.

The origins of its wisdom, the Yi Jing, has determined the development of its pillars of wisdom: Confucianism, Taoism and Chan Buddhism.

In this Seminars of Chinese Culture, you will discover many aspects of the Chinese Civilization sometimes unknown to Western countries. The comprehension of these cultural factors will help you to better appreciate this country and its inhabitants.



The Void in  
Ancient Times



The Void in  
Modern Times

## CHINESE WISDOM

<b>YI JING: THE ORIGIN OF CHINESE WISDOM</b>		
Yi Jing – Guide for Life	1 session	2 hours
Yi Jing – Inner Wisdom	1 session	2 hours
<b>THE 3 PILLARS OF CHINESE WISDOM</b>		
Confucianism	1 session	1.30 hours
Taoism	1 session	1.30 hours
Chan Buddhism	1 session	1.30 hours

## GEOGRAPHY, HISTORY AND ART OF CHINA

<b>GEOGRAPHY OF CHINA</b>		
Steppes and Deserts – Rivers	1 session	2 hours
Mountain and Cities	1 session	2 hours
<b>HISTORY OF CHINA</b>		
2070 BC to 618 AD (Tang Dynasty)	1 session	2 hours
618 AD to 1912 (Republic of China)	1 session	2 hours
<b>ART OF CHINA</b>		
Principles of Chinese Art	1 session	2 hours
<b>TRADITIONAL CHINESE MEDICINE</b>		
Yi Jing and TCM main principles	1 session	1 hour

## COURSES

<b>YI JING IN IMAGES: A GUIDE TO WISE BUSINESS DECISIONS</b>	1 semester – 2 sessions a week	
<b>CHINESE LANGUAGE – KEYI SYSTEM</b> Levels 1 to 5 Each course: 20 Classes of 2 hours each class Recommended: 2 classes a week	Level 1	40 hours
	Level 2	40 hours
	Level 3 A-B	80 hours
	Level 4 A-B-C-D	160 hours
	Level 5 A-B-C-D-E-F	240 hours
	TOTAL 560 hours	

## 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**

**Business School [CEIBS], Shanghai International Student University [SISU]], Universidad Complutense, Universidad Alfonso X el Sabio, Universidad Nebrija** in Madrid, as well as in many other international organizations.

She has written several books and papers on the Yi Jing, fiction, learning-methodology , Chinese language and grammar, published and sold as e-books through her website <https://cristinabertrand.com>.

She participated in the **International Symposium on Wise Management in Organizational Complexity** held in Shanghai at the China Europe International Business School (CEIBS) in May of 2012, in the **China International Conference on Traditional Chinese Medicine** in Shanghai in 2013, the **International Conference on Taoism** in Los Angeles in 2019 and in several international conferences in education and languages in the United States, Europe, China and Hong Kong.

She currently lives in Spain, Shanghai, Hong Kong and Miami, presides over her companies **Cristina Bertrand (Shanghai) Trading Co., Ltd.** and **Cristina Bertrand Limited** (Hong Kong), selling her paintings, perfumes, and jewelry. She also teaches through her **Kěyǐ School** Yi Jing Seminars for the general public and for Business and writes books about Yi Jing, philosophy, education and fiction.

## 1. CHINESE WISDOM

### 1.1. YI JING: THE ORIGIN OF CHINESE WISDOM

Yi Jing – Guide for Life

Yi Jing – Inner Wisdom

### 1.2. THE 3 PILLARS OF CHINESE WISDOM

Confucianism

Taoism

Chan Buddhism

## 2. GEOGRAPHY, HISTORY AND ART OF CHINA

### 2.1. GEOGRAPHY OF CHINA

Steppes and Deserts – Rivers

Mountain and Cities

### 2.2. HISTORY OF CHINA

2070 BC to 618 AD (Tang Dynasty)

618 AD to 1912 (Republic of China)

### 2.3. ART OF CHINA

Principles of Chinese Art

### 2.4. TRADITIONAL CHINESE MEDICINE

Yi Jing and TCM main principles

## 3. COURSES

### 3.1. YI JING IN IMAGES: A GUIDE TO WISE BUSINESS DECISIONS

### 3.2. CHINESE LANGUAGE – KEYI SYSTEM

Levels 1 to 5

Each course:

20 Classes of 2 hours each class

Recommended: 2 classes a week





# 1. CHINESE WISDOM



The Yi Jing is one of the oldest books in the world, and through the millennia its wisdom has shaped the core of Chinese culture and civilization.

It also constitutes a systematic ethical guide aimed at instilling in human beings moral values that are in harmony with nature.

These principles and guidance are a gift from the Chinese sages to the world.

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“In sum, during the growth and development of the Chinese nation, the Zhouyi has been extremely significant and has exerted vital influence. It has permeated all layers of Chinese national culture and has profoundly affected Chinese national politics, economics, sciences, artistic and intellectual areas, axiology, ethics, and matters of the spirit, and ultimate concerns, among others”.

**For this reason, one who does not know the Zhouyi cannot really understand Chinese culture, or perceive the essence of Chinese culture, or correctly recognize its true features.**

**Therefore, the Zhouyi is a key to the door of Chinese culture.”**

*Zhang Liwen, Professor and Supervisor, Institute of Confucianism Studies, Remin University of China, Beijing.  
Zhouyi Studies (English Version) 4:1 (2006) pp. 26-42*

## 1.1. YI JING: ORIGIN OF CHINESE WISDOM

YI JING – GUIDE FOR LIFE	1 session	2 hours
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The Yi Jing is a book of **Science**, **Wisdom** and **Ethics**. An understanding of the cultural roots of China will increase every individual's respect for, and appreciation of, the country and its inhabitants. Moreover, as the precursor of the Confucian golden rule, Yi Jing teaches us how to be better people, positively affecting the people who share our lives and work, and benefiting society as a whole.

YI JING: INNER WISDOM	1 session	2 hours
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The wisdom of **Yi Jing** can be achieved looking to the cosmological situation of the reader – Nature and the Universe. However, to achieve **Inner Wisdom** it is necessary to consider more profound Yi Jing roots, like binary mathematics and vortex-based mathematics, a specific methodological approach which places human beings in the middle of the cosmos by the creation of an innovative new figure that I call **Nonagram**.

## 1.2. THE 3 PILLARS OF CHINESE WISDOM

CONFUCIANISM	1 session	1.30 hours
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**Confucius** was a Chinese philosopher and politician traditionally considered the most important and influential individual in human history. Confucius's teachings and philosophy based in moral principles and harmony, shaped the core of Chinese civilization, and continue guiding its inhabitants. Confucius never traveled without the Yi Jing which he considered the most important book for achieving wisdom and ethics.

TAOISM	1 session	1.30 hours
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**Lao Tse** was a Chinese sage whose origins are still unknown, but Confucius said about him “it escapes my intelligence how can a dragon fly to the sky riding on the clouds and the wind. After having seen Lao Tse today, I think he is a dragon.” Lao Tse discovered the mysteries of the Universe, the Taoist Void, and how to receive its energy. Some of the modern physic theories are based in the principles of Tao.

CHAN BUDDHISM	1 session	1.30 hours
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**Chan Buddhism** has its origins in the Mahayana school of Buddhism during the Tang dynasty and later spreading to Vietnam, Korea, and Japan, where it was called Japanese Zen. However, The Chinese Chan differs from the Indian schools of Buddhism because its essential principles defy all the Mahayana Buddhism's categories and was based, instead, on the simplicity of life and the achievement of wisdom effortlessly.

TRADITIONAL CHINESE MEDICINE	1 session	1.30 hours
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As the famous physician **Sun Simiao** (581-682 Tang Dynasty) said: "He who is not conversant with the Change is not enough to be entitled as eminent physician." Yi Jing introduces the principles of harmony and equilibrium between the universe and human beings. For example, the Hexagrams Peace and Stagnation explore the relationship between health and illness and teaches how to balance the body to regain the lost harmony.

## 2. GEOGRAPHY, HISTORY AND ART OF CHINA



The wise man loves the  
rivers and the lakes

The benevolent man loves the  
mountains.  
Confucius





## 2.1. GEOGRAPHY OF CHINA

STEPPE, DESERTS, PRAIRIES, CULTIVATED LANDS - RIVERS		
	1 session	2 hours
MOUNTAINS AND CITIES	1 session	2 hours



In the Yi Jing Trigrams, Heaven, or the Yang and Creative principle, occupies the superior line. Earth, or Yin and Receptive principle occupies the inferior line, and Human Beings occupies the line in the middle.

Geography in China has more than physical features; it is like a living entity which connects harmonically people with the universe through Heaven and Earth



## 2.2. HISTORY OF CHINA

<b>2070 BC to 618 AD (Tang Dynasty)</b>	<b>1 session</b>	<b>2 hours</b>
<b>618 AD to 1912 (Republic of China)</b>	<b>1 session</b>	<b>2 hours</b>

Many contemporary history books of China refer separately to the political, economic, sociologic events, and sometimes jump back and forward to explain those events. This methodology confuses the reader about the simple flow of events. This seminar is just a very short summary of the chronologically history of China in order to get a glimpse of its millenary and complex history.

## 2.3. ART OF CHINA

<b>PRINCIPLES OF CHINESE PAINTING</b>	<b>1 session</b>	<b>2 hours</b>
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Chinese art is so linked to Nature that it is difficult to distinguish where the pathway surrounding the mountain begins and where the canvas or paper ends. Confucianism, Taoism, and Chang Buddhism constitute inseparable elements of Chinese art. The Yi Jing hexagrams depict the union of two elements of Nature and place human beings in direct communication with the Universe through the expression of their art.

## 3. COURSES

### 3.1. YI JING IN IMAGES: A GUIDE TO WISE BUSINESS DECISIONS

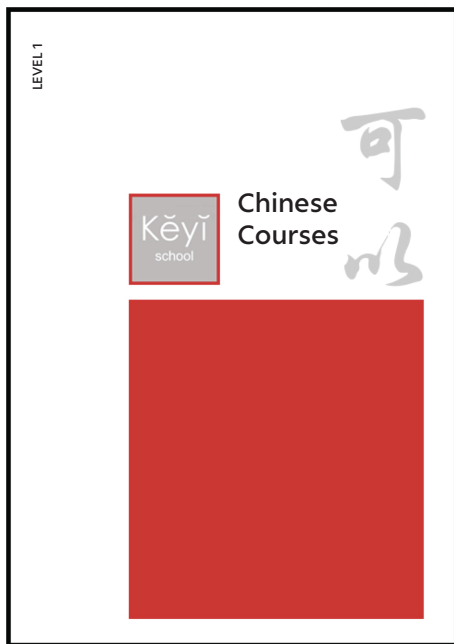
#### WISDOM, LEADERSHIP AND ETHICS

Students will be able to apply the theoretical learning from class lectures to case studies of management situations, identifying the three components: Image, Meaning and Action. The IMAGE segment will correspond to the statement of the situation, or problem, related to the management of a business situation. The MEANING segment will discover the ideas behind a business situation, and the ACTION segment will offer an active way of solving the problem. In each chapter the students will also discover the WISDOM, LEADERSHIP and ETHICS guidance of the Yi Jing.

By reading and practice the Yi Jing chapters, students will develop analytical and synthetical skills to solve wisely a given situation in an ethical way.



## 3.2. CHINESE LANGUAGE



### CHINESE SIMPLE AND EASY

With the Keyi 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. Furthermore, since the vocabulary has been compiled by frequency of use, 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 - Keyi- 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 of the United States, Europe and China.

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

Dr. Cristina Bertrand

## COURSES

<b>LEVEL 1</b> <i>40 hours</i>	<b>LEVEL 2</b> <i>40 hours</i>	<b>LEVEL 3</b> <i>80 hours</i>	<b>LEVEL 4</b> <i>160 hours</i>				
COURSE 1	COURSE 2	COURSE 3A	COURSE 3B	COURSE 4A	COURSE 4B	COURSE 4C	COURSE 4D
<b>LEVEL 5</b> <i>240 hours</i>							
COURSE 5A	COURSE 5B	COURSE 5C	COURSE 5D	COURSE 5E	COURSE 5F		

**NOTE:** Each course consists of 40 hours divided into 20 classes. Also, Dr. Bertrand has developed a 15 lesson book specifically for each course.



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