



Organization Overview

Lee Soon Shin Korean Learning Center (LKC)



01 Institution Overview



A spirit of putting learning into real use,

LKC

Operator

Brand Owner

Bibimbap Story Co., Ltd.

Global Managing Partner

Durian Edu

Local Operating Partners

Official educational institutions
/ companies by country

Institution Identity

Educational Approach

A hybrid education model combining
AI-based learning and offline instruction

Learning Flow

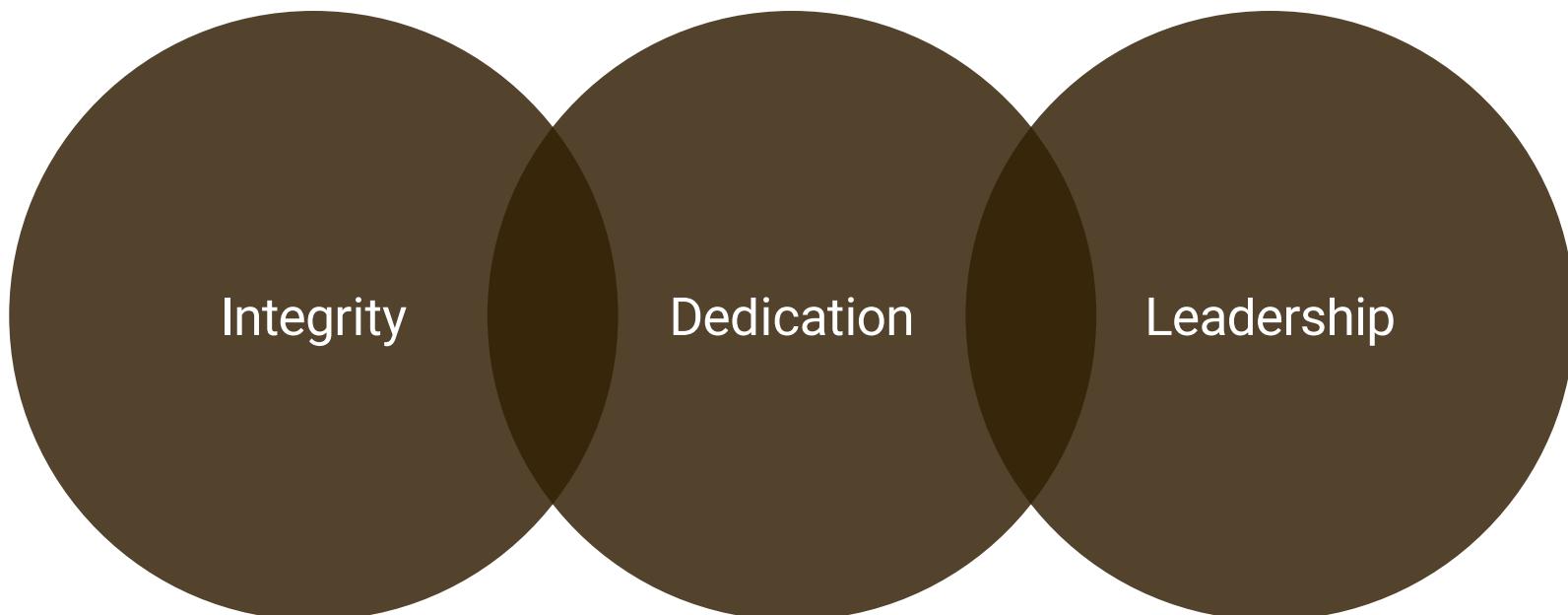
Online learning →
Offline conversation practice →
Real-world communication

Educational Goal

Korean that goes beyond learning and
is actually used in real life

02 Educational Philosophy

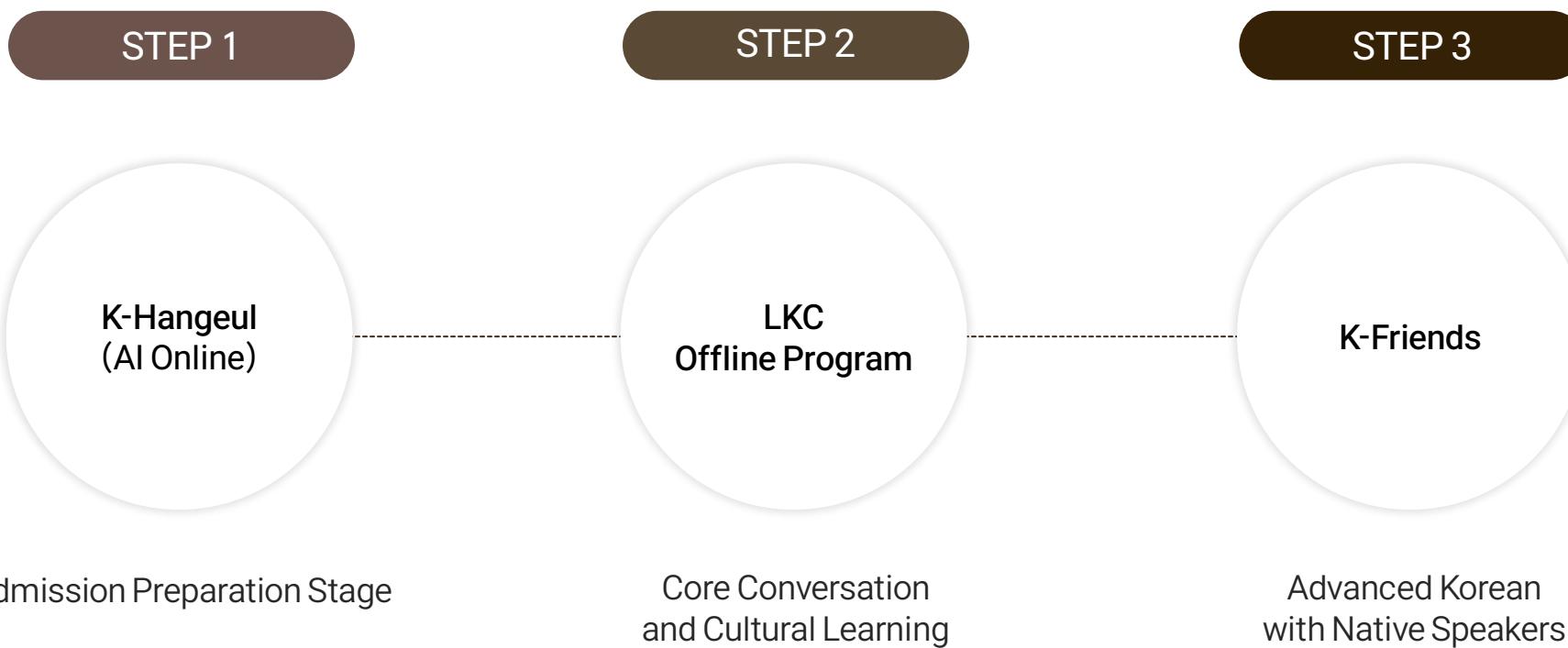
{ We are not just a Korean language institute.
We teach **Life Korean**, practical Korean that connects people to real life. }



03 LKC Education System

From Online to Offline, All the Way to Advanced Korean Conversation

* 3-Step Program Structure



03 LKC Education System



K-Hangeul

AI-based online Korean program
(100-week curriculum)

Pronunciation analysis, sentence correction,
and automated review

Recommended 1 – 2 months prior
to LKC admission (Weeks 45 – 50)

After building a foundation, learners
focus on practical conversation at LKC



LKC Offline Program

Four-level curriculum starting
from the foundational stage

Real-life conversation, role-playing,
and project-based classes

Building practical communication skills
for real-life situations

The ability to speak, understand,
and act in Korean



K-Friends

For upper-intermediate
to advanced learners

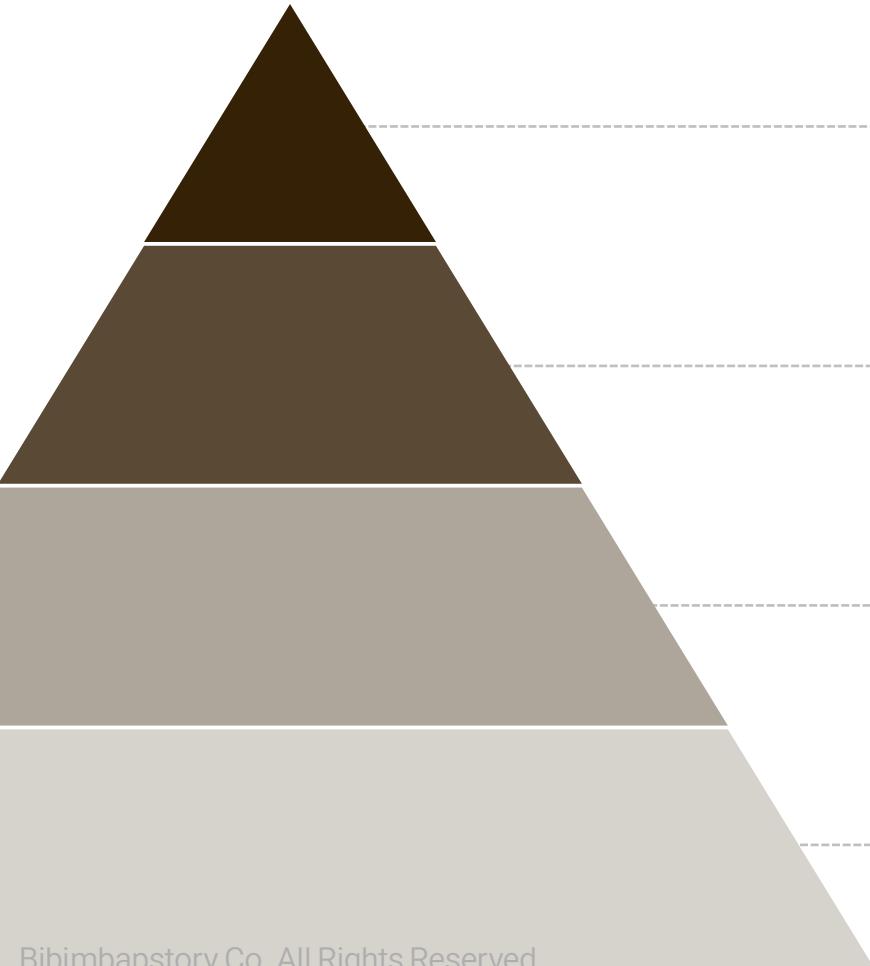
One-on-one or small-group conversation
with native Korean speakers

Advanced topics such as news, business,
and cultural discussions

Expanding real-world language use
and advanced speaking proficiency

04 LKC Curriculum Structure and Admission Criteria

I Annual 4-Book Curriculum



I Placement Policy

Minimum Admission Level: Foundation

K-Hangeul Weeks 45–50 completed or equivalent conversational proficiency

Rationale for the Requirement

Speaking-focused class structure

Reduced learning difficulty for complete beginners

Clear separation of foundation and practice for better learning outcomes

05 K-Use Practical Korean Certification

Practical Korean Use Test

An in-house assessment developed by LKC to evaluate **practical, real-life Korean proficiency**, with results applicable to university admission, employment, and training programs.



06 LKC Key Differentiators



The Only Offline Institution Integrated with K-Hangeul

As the only offline institution connected to K-Hangeul learning data, LKC seamlessly links online study with offline classroom instruction.



Korean University & Education Partnerships

Through collaboration with Korean universities and educational institutions, LKC enables practical pathways to admission, training, and education programs.



AI Learning Analysis & Feedback

Learner progress and usage patterns are analyzed to provide individualized feedback that supports lesson design and learning direction.



Communication-Focused Teaching Approach

Rather than memorizing grammar rules, LKC delivers practical Korean classes designed to build real communication skills.

07 LKC Learning Expansion Structure

Korean language education at Lee Soon Shin Korean Learning Center (LKC) is designed to go beyond practical usage and expand into higher education and employment pathways.



**Lee Soon Shin Korean
Learning Center (LKC)**

Practical, real-life Korean language training
K-Use certification



K-University

University and academic program pathways
Academic speaking and comprehension skills



K-Job

Workplace-focused Korean application
Employment readiness in Korea

A step-by-step learning pathway from Korean learning to real-world use, education, and employment

08 Institutional Partnerships

Our company is recognized as a reliable service provider through official partnerships with various institutions both in Korea and abroad.





A Hybrid Education Brand Connecting AI and Offline Learning to Complete Practical Korean

Korean Beyond Language, Connecting Life

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