



# Organization Overview

Lee Soon Shin Korean Learning Center (LKC)

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# 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

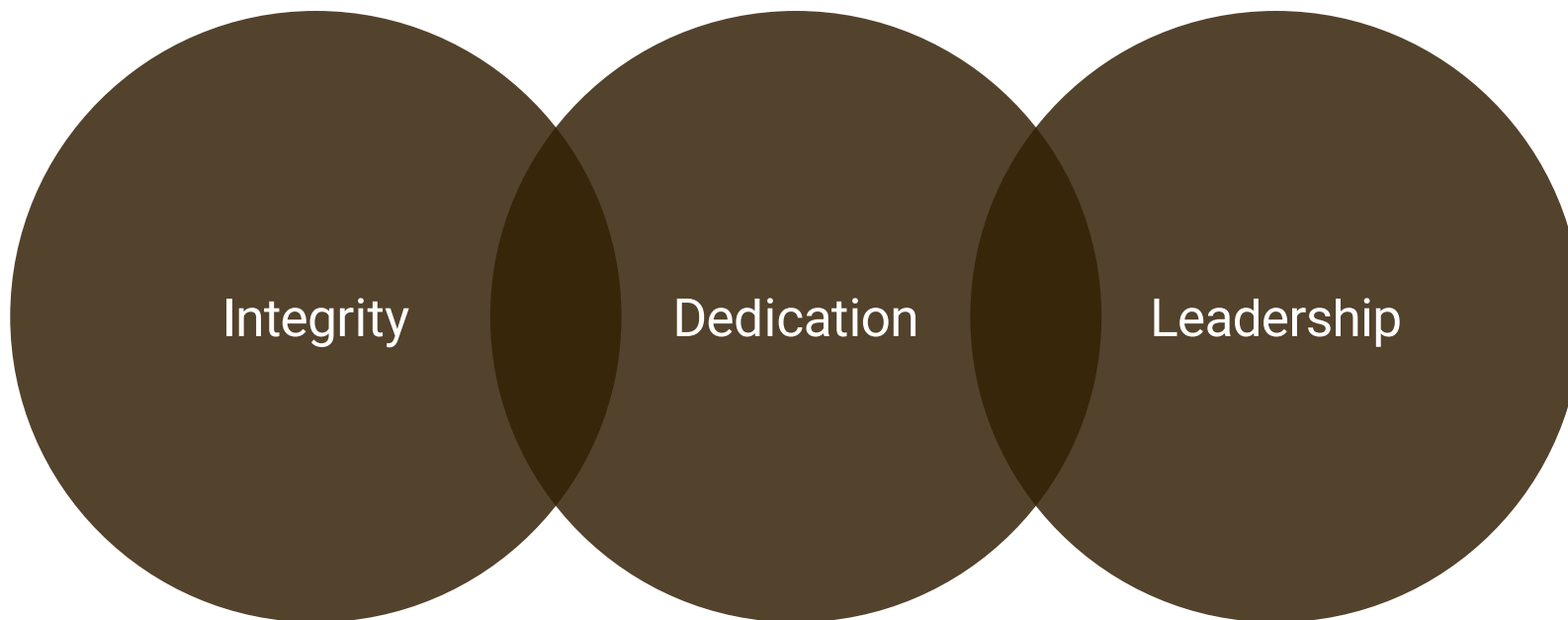
Online learning →  
Offline conversation practice →  
Real-world communication

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.

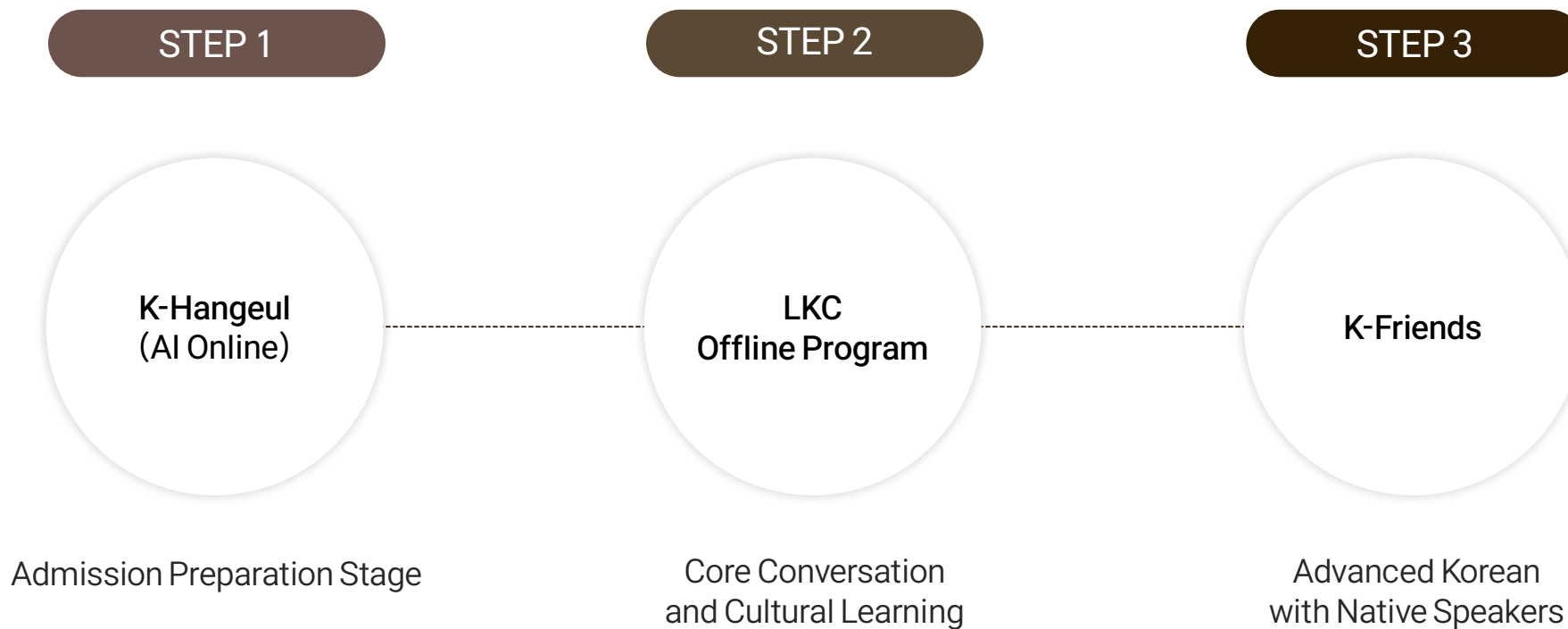




## 03 LKC Education System

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

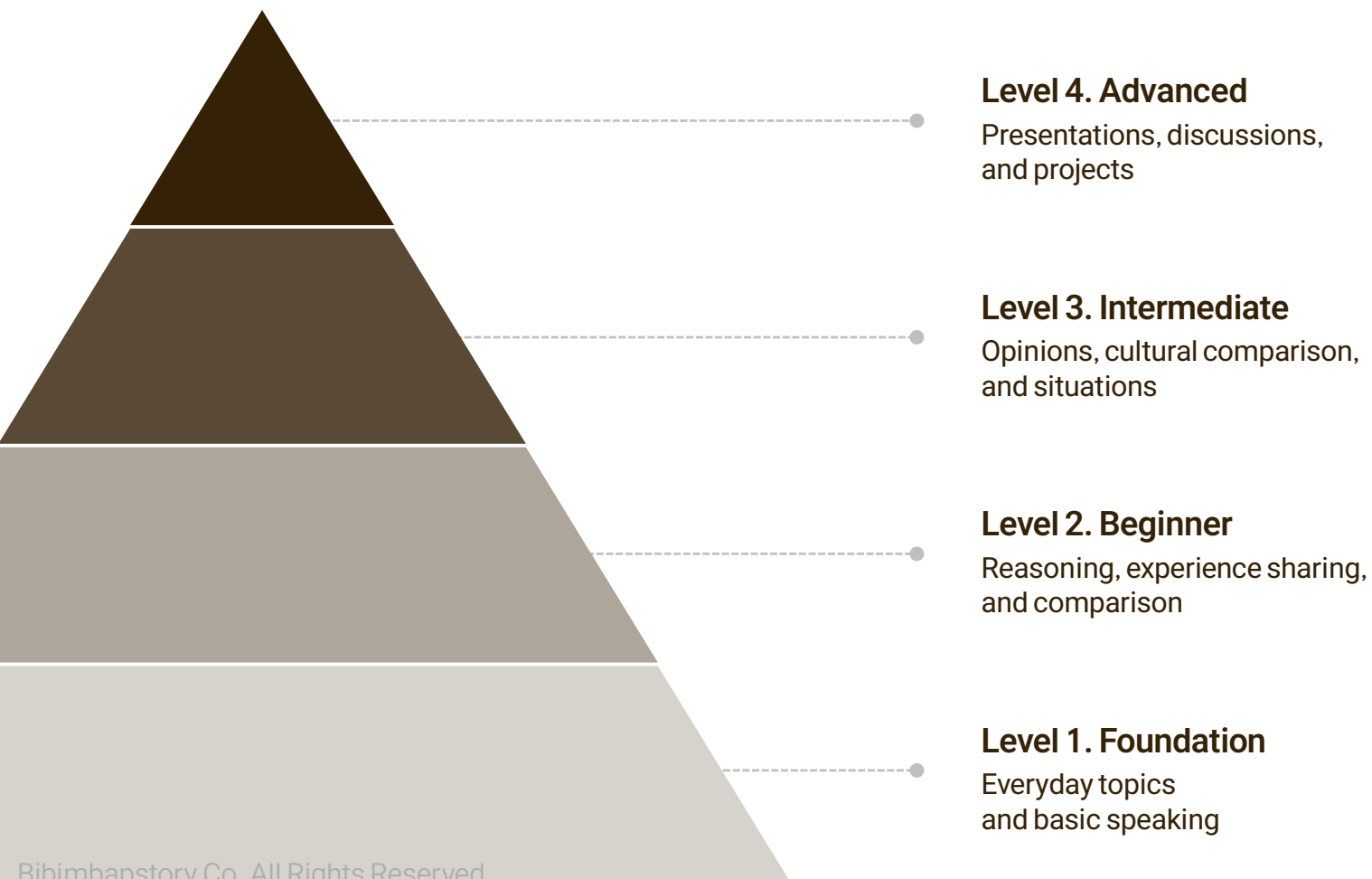
One-on-one or small-group conversation  
with native Korean speakers

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

## Annual 4-Book Curriculum



## 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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