

OVERVIEW OF JEI CORPORATION

AN INTEGRATED EDUCATION AND CULTURE COMPANY

A BETTER LIFE THROUGH BETTER EDUCATION

JEI.COM



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JEI

JEI, one of the world's leading providers of supplementary education, was founded by Sung-hoon Park, Chairman and CEO of JEI Group, in 1977.

Since its foundation, JEI has advocated the importance of providing children with the most nurturing educational environment.

Divisions of R&D, IT Software, publishing, distribution, broadcasting, and collegiate education are working together to provide students with the best comprehensive education service.

Although JEI was first introduced in Korea, our Self-Learning Method is now available all around the world, including the United States, Canada, Hong Kong, Japan, Australia, and New Zealand.



Sung Hoon Park
Founder

BUSINESS MODEL

The Self-Learning System prescribes a unique, individualized study program after accurately analyzing the result of a diagnostic test given to a new student.



Home Visit

In Korea, JEI teachers visit each student's home once a week with JEI workbooks according to the study schedules. The JEI teachers review the student's work from last week, explain new concepts, and guide the student on how to study at home independently.



Learning Center

In Korea and other countries, JEI operates company-owned centers and franchise learning centers where students visit after-school to study various subjects at their individualized learning levels.



Online Learning

In addition to the previous business models, JEI is also running and developing an online self-learning service to take students' learning experience to the next level.

Philosophy, Vision, Mission & Core Values

Philosophy

Since human beings possess infinite potential and an innate desire to learn, anyone can grow into a creative individual capable of independent learning when provided with an environment that supports self-learning.

Vision

JEI realizes “A Better Life Through Better Education,” aspiring to become the world’s leading education company by enhancing learners’ quality of life through educational services of exceptional quality and value.

Mission

JEI’s mission is to help people of all ages enjoy a better life by fostering positive behavioral change through the Self-Learning System, which enables independent, individualized, and ability-based learning based on a scientific evaluation system.

Core Values

JEI Core Values support our commitment to better education and positive change throughout life.

People - JEI believes in and nurtures the infinite potential of every individual, helping people realize their potential in the right educational environment.

Customer - JEI deeply understands customers’ needs and provides the highest-quality products and services. We identify customers’ needs and expectations with precision and deliver solutions that create meaningful value.

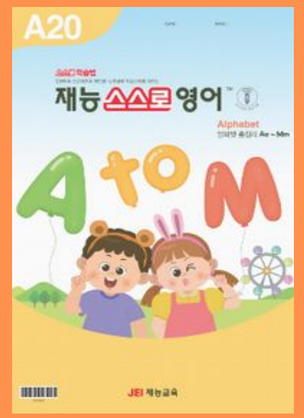
Action -JEI turns ideas into action. We pursue the best possible results and achieve our goals and vision through initiative, challenge, and decisive action.

These values have guided JEI’s growth, shaped the foundation of our continued success, and continue to connect our past, present, and future.

Our Programs



Math



English



Korean



Critical Thinking



Hanja



Social Studies



Science



Chinese



Japanese



Korean History

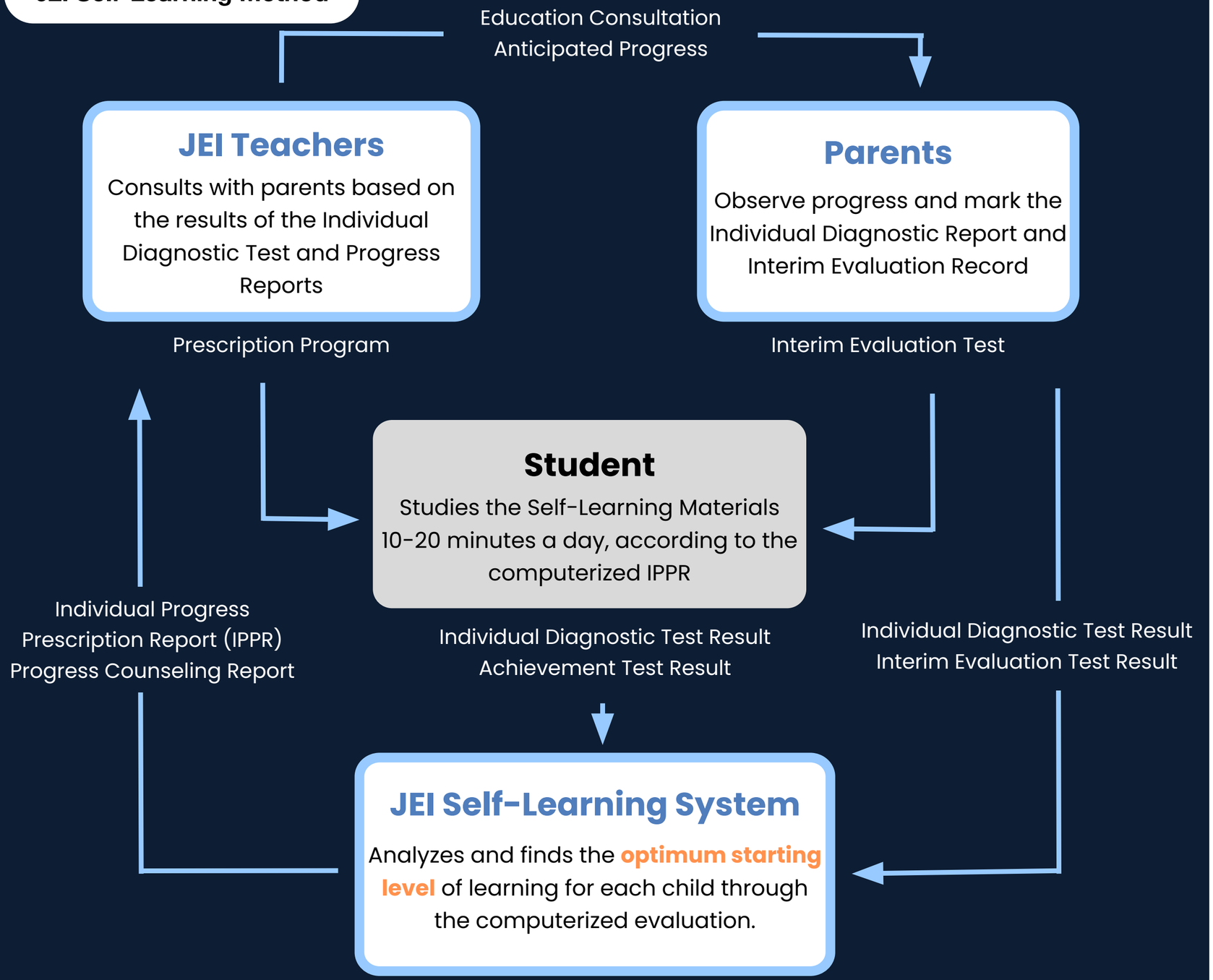


AI Math



Cocoble

02. Self-Learning Method

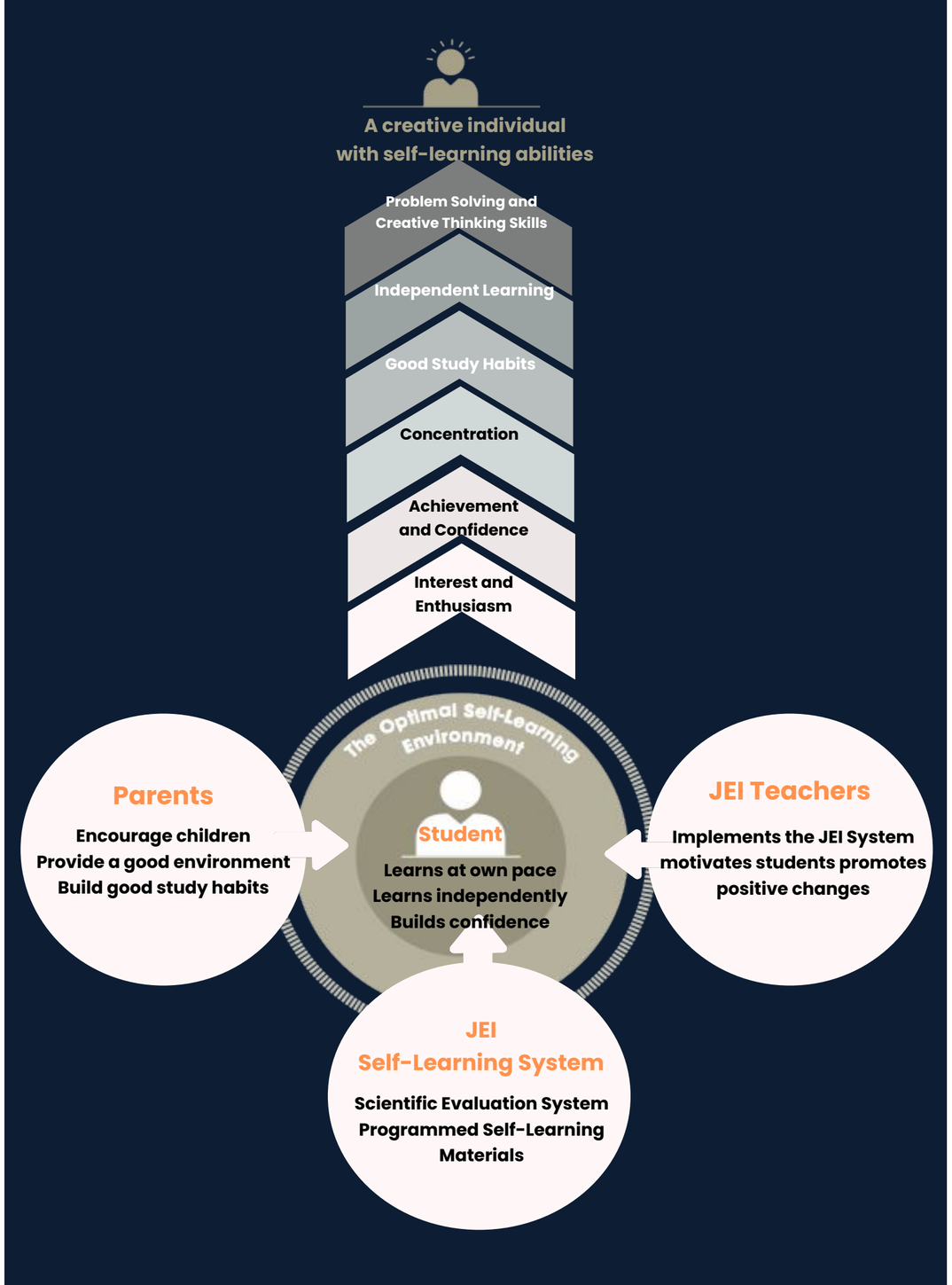


WHAT IS THE JEI SELF-LEARNING METHOD?

The country's most effective **supplemental education program**, helping kids develop their full potential.

HOW DOES IT HELP?

- Build confidence and interest in learning
- Think deeply and learn on their own
- Develop good study habits
- Improve their grades
- Become creative individuals



WHAT MAKES IT POSSIBLE?

Scientific Evaluation System

The Scientific Evaluation System is comprised of an Individual Diagnostic Test that pinpoints the learner's ability in the beginning, an Interim Evaluation Test that checks the learning in progress, and an Achievement test that rechecks the learning at the end of the schedule program.

Self-Learning Materials

The Self-Learning Materials have clear and specific learning objectives that are systematically structured to ensure fun and easy learning on one's own. Mastery Learning can be accomplished through the spiral learning that maintains the learner's interest and degree of concentration.

02. Self-Learning Method

▼

System Flow

1

Individual Diagnostic Test

Before the learning program starts, the Individual Diagnostic Test evaluates the student's learning ability using various problems that cover all domains of each subject.

2

Computerized Progress Prescription System

The result of the individual Diagnostic Tests are inputted into a computer that will analyze the student's strengths and weaknesses and prescribe a learning program.

Individual Progress Prescription Report

The result of the individual Diagnostic/Evaluation Test is analyzed by a computer to assess the student's achievement of specific learning objectives.

3

Programmed Self-Learning Material

The Self-Learning Materials are structured for easy understanding of the basic concepts of all domains on one's own will and the development of critical thinking and application skills.

4

Self-Learning

Because students are given the contents that are appropriate to their individual abilities, they can easily understand the learning materials with growing confidence.

5

Interim Evaluation Test

During the learning process, the interim Evaluation Test checks the students' progress by evaluating their performance each and every week.

6

Progress Counseling

A careful examination of the learning program to check the learning progress and subsequent learning schedule is provided.

Monthly Progress Prescription Report (MPR)

The results of the Interim Evaluation Tests are analyzed every month to assess the achievement of the previous month's learning.

7

Achievement Test

The Achievement Test assesses whether or not the student achieved mastery learning at each level and double-checks the mastery of learning objectives.

03. History









- 2023. 06 Launched a creative integrated thinking coding program, Cocoble
  - 03 Awarded Korea Education Company Awards for 11 consecutive years
  - 02 Awarded Korea Best Brand Awards for 10 consecutive years
  - 01 Awarded Korea First Brand Awards for 15 consecutive years
- 2021. 08 Launched JEI Thinking Korean History
  - 03 Launched JEI AI Math
- 2018. 09 Launched Scottie Go!, hands-on coding programming blocks
- 2015. 10 Established JCC
- 2014. 02 Completion of JEI Art Center
  - 01 Launched Thinking Cookie book Toddler level (P1)
- 2013. 07 Completion of JEI Creative Center (SSRO R&D Center)
- 2010. 09 Launched JEI SSRO-PEN (Talking Pen)
- 2009. 12 Awarded as the First Prize in Korea Educational Brand Award
- 2003. 04 Established JEI Self-Learning System, Inc. Beijing, China
  - 08 Launched JEI SSRO Science
- 2002. 05 Launched JEI SSRO Little Hanja
  - 08 Exceeded 700 thousand subjects
- 1998. 10 Launched JEI Korean for Kids
  - 03 Started JEI Broadcasting
- 1997. 12 Established JEI Self-Learning Systems PTY LTD. Australia
  - 06 Established JEI Hong Kong, Ltd.
  - 02 Founded Incheon JEI University
- 1995. 10 Established JEI Self-Learning Systems, Ltd. New Zealand
- 1994. 09 Established JEI Self-Learning Systems, Inc. NJ, USA
  - 06 Established JEI Distribution Co., Ltd.
  - 05 Established JEI Corporation Tokyo, Japan
- 1993. 11 Established JEI Printing Co., Ltd.
  - Exceeded 400 thousand students
- 1993. 06 Established JEI e-Academy Co., Ltd. [former company named : JEI Computer]
- 1992. 03 Established JEI Self-Learning Systems, Inc. CA, USA
- 1991. 01 Exceeded 100 thousand students
- 1987. 04 Changed to JEI Corporation
- 1981. 07 Launched JEI SSRO Math
- 1977. 05 Established Shin-Young Trading Co.,Ltd.

03. History

2003-2007



- KS-SQI
  (Korean Standard - Sevice Quality Index)
- Korea First Brand Awards
- Customer Satisfaction Management Award
- Korea Customer Satisfaction Management Awards (KMAC)

2008-2011



- Customer Satisfaction + Management Awards in the Field of Education
- Korea Education Brand Awards
- Korea First Brand Awards
- Korea Best Brand Awards
- Customer Satisfaction Management Award
- KS-SQI(Korean Standard - Sevice Quality Index
- 2010 Korea Internet Communication Awards

2014-2025



- Korea Education Brand Awards
- Korea First Brand Awards
- Korea Best Brand Awards
- Korea Education Company Awards
- Customer Satisfaction + Management Awards in the Field of Education
- Best Children's Book Awards
- ASOCIO DX Awards (Cocoble)
- Good Design Award (Cocoble)

JEI Corporation

- Business Support Division
- Management Support Division
- Management Planning Division
- Asset Management Division
- R&D Division
- Overseas Development Division



: A Regional Headquarter

JEI currently has 227 branch offices, and over 23 franchise learning centers in South Korea.

JEI Printing & JEI Distribution



콩기름 인쇄
Since 1996

PRINTED WITH
SOY INK

· Establishment : September 1993
· All kinds of workbooks and other printing materials are produced directly by the company. This helps make printing and distribution more efficient and accurate.





· Establishment : September 1994
· JEI Distribution was founded to provide JEI members with better logistics services. Its main business is to deliver workbooks, texts, and other materials to members as quickly and accurately as possible with its advanced distribution system.

JEI University & JEI Training Institution



· Establishment : February 1997
· JEI University has been and is contributing to Korea's economic development by supplying highly-skilled engineers as well as other professionals into Korea's industrial human pool.
· Academic dept. : Informational Technology, Business, Industrial Design, Art, Education, Sports, etc.



· Establishment : May 1997
· JEI Self-Learning instills individuals with the values of JEI and therefore, the ability to achieve their dreams and goals.
· JEI Self-Learning manages JEI Training Institution located in Cheonan, South Korea. In the institution, various leadership programs, corporate trainings and Children's camps are being held year around.

JEI TV, English TV & JEI eAcademy





· Establishment : March 1998
· JEI Broadcasting, a cable TV channel specializing in education, makes it a mission to perform the philosophy of Self-Learning which is the motivating ideology of JEI.
· JEI runs two channels – JEI TV, one of the leading children's TV channels, and JEI English TV, the top English educational channel in Korea.





· Establishment : June 1993
· The network of JEI Corporation is supported by the JEI IT division to link all the branches nationwide with a computer network.
· JEI e-Academy's new Edtech division creates digital learning contents around JEI's Self-Learning System and the Self-Learning Method. It also develops adaptive learning platforms using advanced IT technology.

JEI Culture

- Establishment : February 1992
- A variety of educational and cultural events are held by the JEI Culture Foundation, which supports the arts and sciences in addition to educational activities. Scholarships are also provided to talented students through these activities.



JEI Creative Center

- JEI Creative Center is a complex cultural facility full of creativity and inspiration that helps all JEI families to develop creative thinking.



JEI Art Center

- As a provider of various cultural contents that demonstrate the social value of culture and education in art of the 21st century, JEI Art Center is the landmark of Central Seoul Art and Culture, where architecture and art coexist.

05. Subsidiaries

The JEI Self-Learning Method is leading the global education market based on the trust gained from customers around the world. Outside of South Korea, more than 5,000 students from 5 countries worldwide grow into creative and talented individuals through the JEI Self-Learning Method.



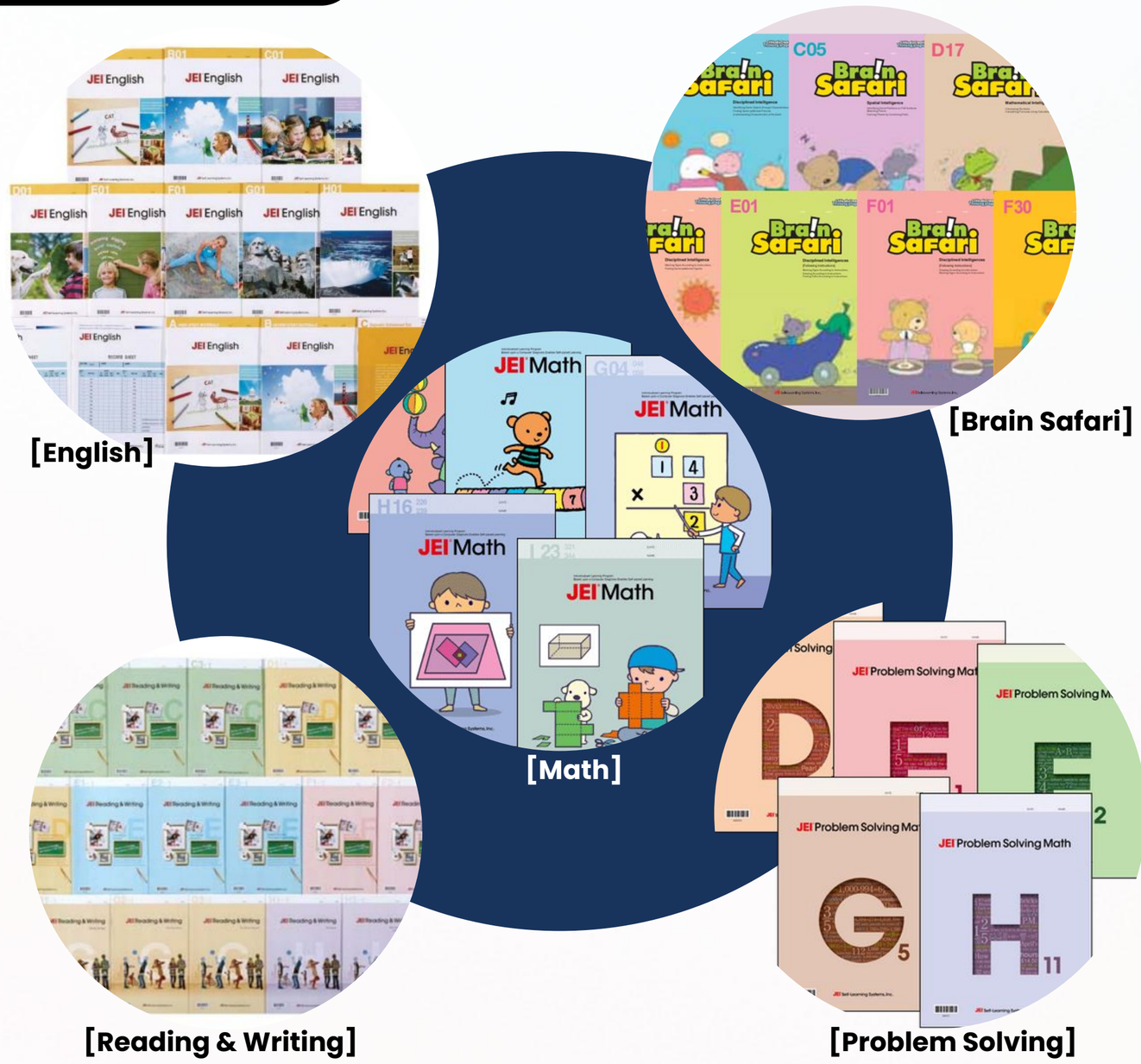
GLOBAL JEI







- JEI Corporation began its global expansion in March 1992 with its entry into the United States, followed by expansion into New Zealand in 1995, and Hong Kong and Australia in 1997.
- Today, JEI operates 108 Franchise Learning Centers worldwide.
- Outside of South Korea, more than 5,000 students around the globe are developing their self-directed learning skills through the JEI Self-Learning Method. Moving forward, JEI will continue to expand its role as a leading global education company, helping students' potential grow exponentially.



JEI Programmed Workbooks

JEI offers English-based workbooks that are widely used in the United States, Hong Kong, Australia, and New Zealand. Along with an accurate diagnostic system, JEI offers a comprehensive curriculum of programmed workbooks, which makes it easy for children to learn and grow. JEI integrates both components to make learning more effective and fun, providing students with a greater advantage.

JEI GLOBAL AWARDS (USA)

2016, JEI ranked 37th for Top Global Franchises and
ranked 175th from the 2016 Franchise 500 ranking at the Entrepreneur.





37TH AMONG TOP GLOBAL FRANCHISES

The Top Global Franchises ranks the top 200 franchisors around the world that give extra weight to international size and growth and companies that seek new franchisees outside the U.S.

175TH IN THE FRANCHISE 500 RANKING

The Franchise 500 ranks the best, and most comprehensive franchises from more than 1,000 companies around the world, which includes not only the education industry but also other business areas such as restaurants, beauty care, real estate, etc.