

# The Status of e-Learning In Korea

2005. 12



**Korea Institute for Electronic Commerce**

- 1. Status of e-learning Industry in Korea**
- 2. Status of e-learning Policies in Korea**
- 3. KIEC's role for e-learning Industry**
- 4. Samples of e-learning promoted by governmental activities**

## 1. Overview of the current size of e-learning

Market size of e-learning in 2004: **1,300 billion won**

Domestic e-learning market recorded to 1,300 billion won in 2004, that has increased to 20.56% since 2003, which was 1,080 billion won.

Category (Unit: A Million Korean Won)	Year 2003		Year 2004		Increase Rate
	Market Size	Ratio	Market Size	Ratio	
Content	243,521	22.61%	287,498	22.14%	18.06%
Technology	215,002	19.96%	222,954	17.17%	3.70%
Service	618,518	57.43%	788,032	60.69%	27.41%
Total	1,077,041	100%	1,298,484	100%	<b>20.56%</b>

\* Source : MOCIE & KIEC, 2004

### 2. Prediction on e-learning industry

Expected to grow to 6,800 billion Won in 2010

If the broad sense of e-learning is applied and the content, technology, service, as well as the broadcasting education and educational H/W industries are included, the entire e-learning market is expected to grow to 6,800 billion Won by 2010.

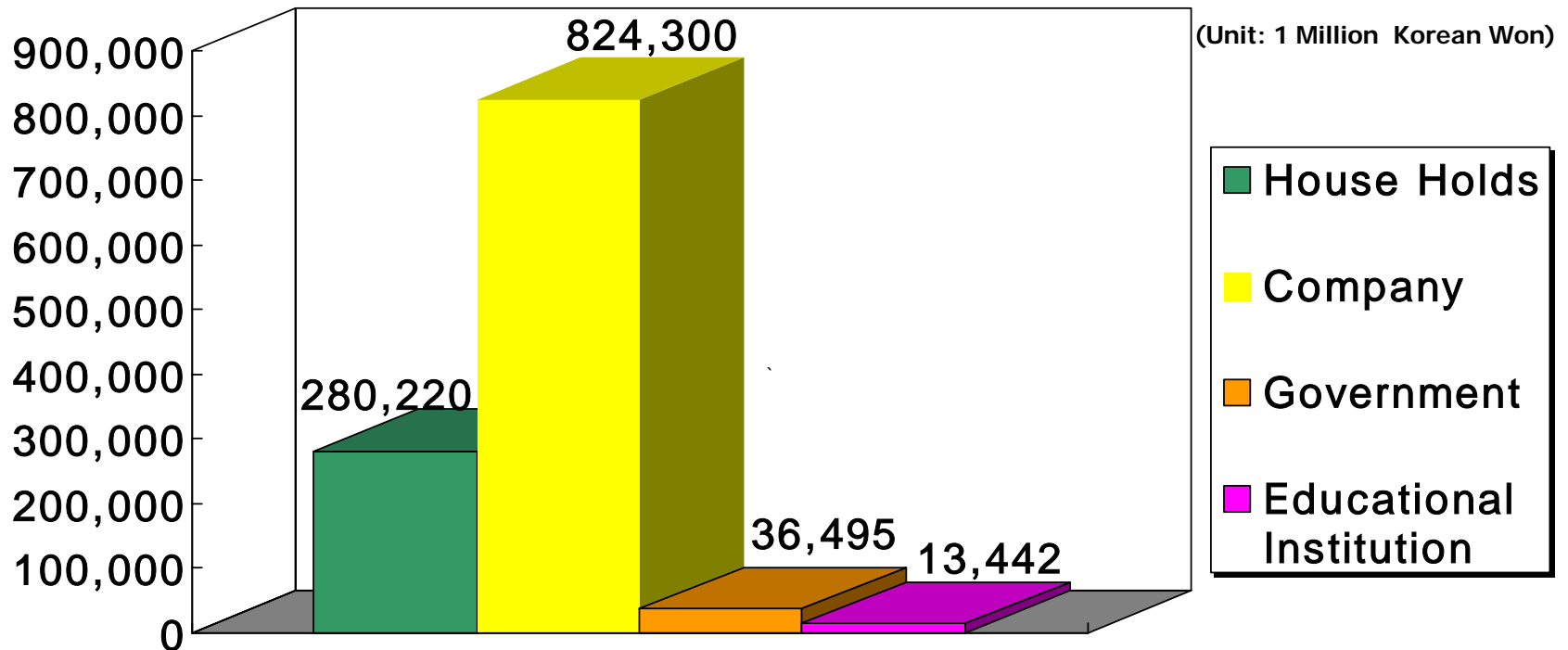
Category (Unit: A Million Korean Won)		2003	2004	2005	2006	2007	2008	2009	2010
e-learning	Content	243,521	287,498	339,420	400,719	473,089	558,529	659,400	778,487
	Technology	215,002	222,954	231,203	239,758	248,629	257,828	267,368	277,260
	Service	618,518	788,032	1,004,032	1,279,237	1,629,857	2,076,624	2,645,827	3,371,048
	<b>Sub-Total</b>	<b>1,077,041</b>	<b>1,298,484</b>	<b>1,574,655</b>	<b>1,919,714</b>	<b>2,351,575</b>	<b>2,892,981</b>	<b>3,572,595</b>	<b>4,426,795</b>
<b>Broadcasting Education</b>			<b>800,300</b>	<b>899,208</b>	<b>1,015,621</b>	<b>1,153,049</b>	<b>1,315,757</b>	<b>1,508,916</b>	<b>1,738,818</b>
<b>Educational H/W</b>			<b>509,900</b>	<b>528,766</b>	<b>548,331</b>	<b>568,619</b>	<b>589,658</b>	<b>611,475</b>	<b>634,100</b>
<b>Grand Total</b>			<b>2,608,684</b>	<b>3,002,619</b>	<b>3,483,666</b>	<b>4,073,443</b>	<b>4,798,396</b>	<b>5,692,986</b>	<b>6,799,713</b>

\* Source : MOCIE & KIEC, 2004

### 3. Total size of the expense of each demand part

The size of the total expense in 2004 for each domestic demand party.: Approx. 1,150 Billion Won

The total e-learning expense of the households, companies, government and public institutions, and educational institutions (As of Nov. 2004)

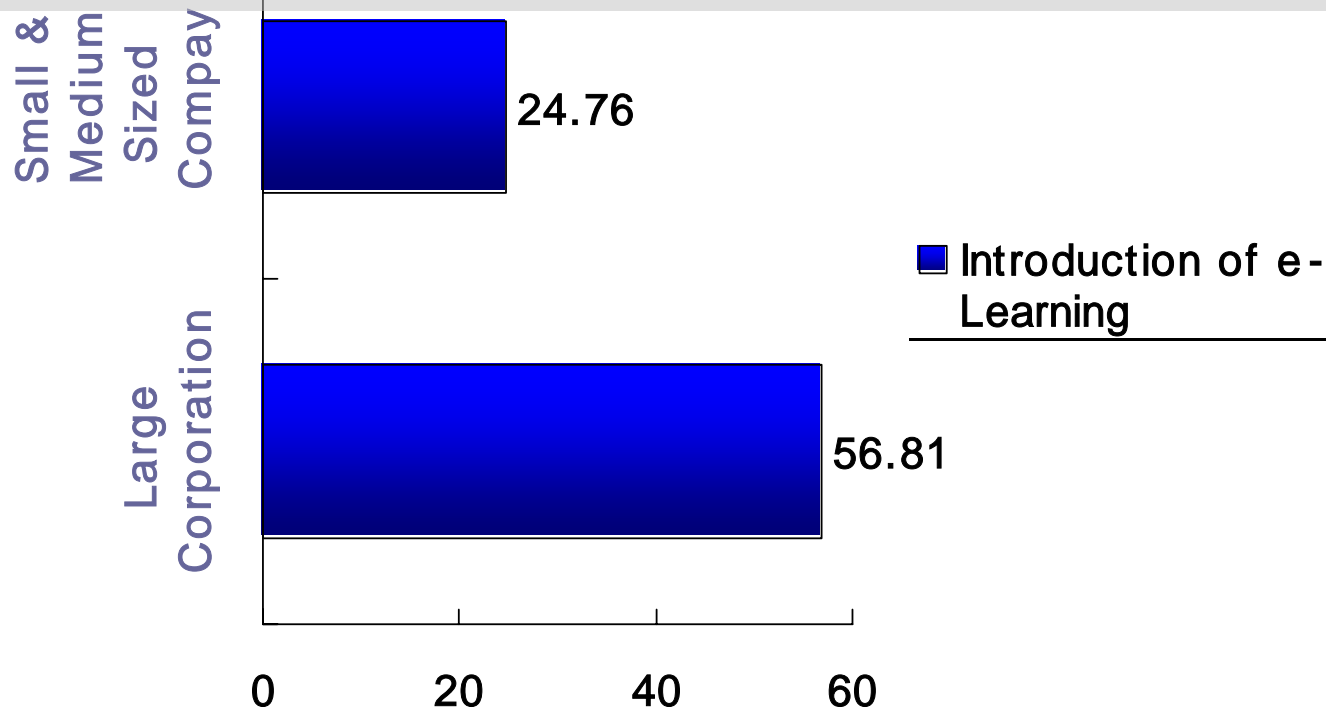


\* Source : MOCIE & KIEC, 2004

### 4. Introduction rate of e-learning by companies

The introduction rate of e-learning by the Korean companies: Large Corporations 56.81%, Small to Medium Sized Companies, 24.76%

The introduction rate of e-learning by the small to medium companies is relatively low (as of Nov. 2004)

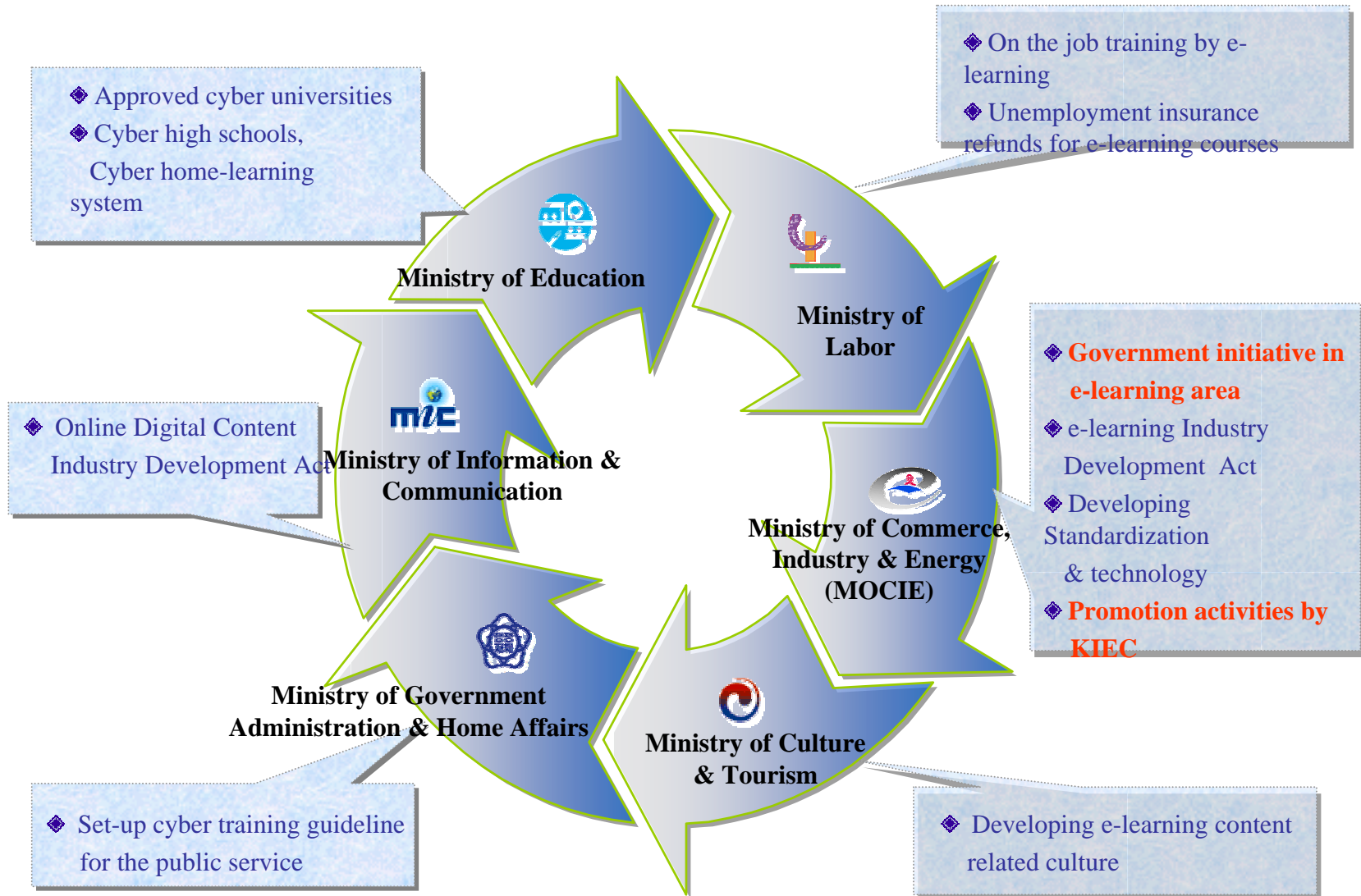


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# Government Policies





## Industry

E-Learning Industry is a new service industry where IT is combined with education. It needs to be promoted as the next generation with highly-value-added industry.

## Human Resources

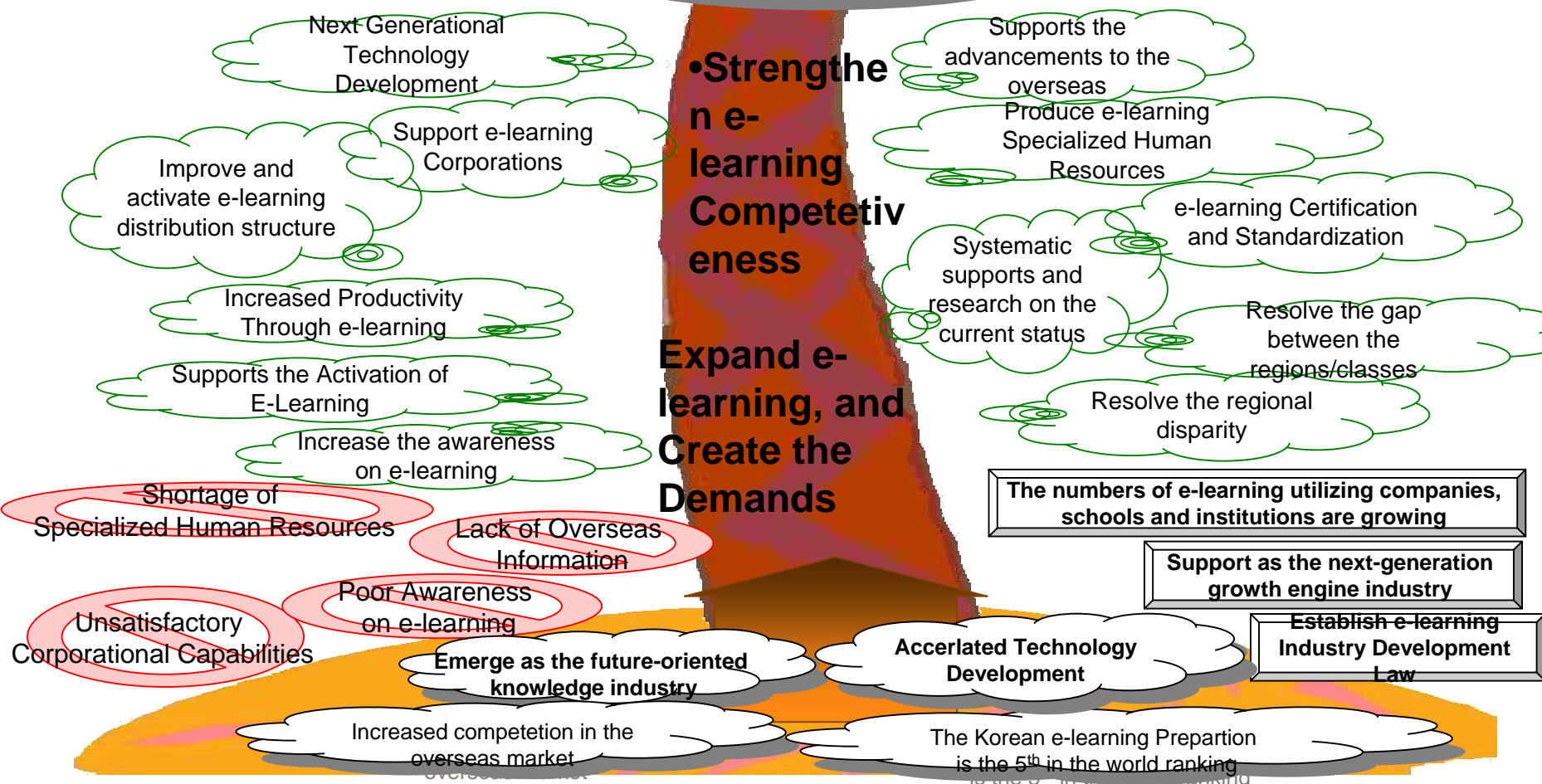
By supplementing the public education and resolving the learning unbalance among the regions through e-learning, it trains future-oriented and advanced human resources, increases the national competitiveness, and realizes the balance of each region development.

## Policy

In order to expand e-learning, to promote the supplying companies, and to explore overseas market, e-learning policies need to be established and to be proceeded systematically among all involved government authorities.

## Realize the Global Knowledge Industry Super Power

- Worldwide e-learning Market Leader -



## 2 Strategies, 6 Policies and 16 Assigned Tasks

**Strategy 1 : Strengthening e-learning  
Competitiveness**

**4 Policies & 9 Assigned Tasks**

**Strategy 2 : Expanding e-learning and  
Create the Demands**

**2 Policies & 7 Assigned Tasks**

# Directions of the Master plan

## Strategy 1 : Strengthening e-learning Competitiveness

### Directions

### Assignments

Direction of Four Major Policies and 9 Assignments  
to Carry on the Project

Standardization of e-learning  
and Establishment of the  
Certification System

- 1 Establishing and spreading the domestic standards
- 2 Strengthening the international standardization activities
- 3 Establishing Quality Certification (QC) process

Strengthening e-learning  
Pioneering Technological  
Power

- 4 Supporting the next-generation & advanced technology development
- 5 Establishing the Infrastructure for e-learning technology development

Training of e-learning  
Specialized Human  
Resources

- 6 Training e-learning specialists and industrial human resources
- 7 Assigning and operating e-learning human resources training institutes

Supporting new e-learning  
business and management,  
and revising the distribution  
structure

- 8 Operating e-learning clinic center for the corporation
- 9 Building e-learning integrated information system

# Direction of the Master Plan

## Strategy 2 : Expanding e-learning & Creating the demand

### Directions of Two Major Policies and Assignments to Carry On

#### Directions

Supporting the e-Learning activation

Accelerating knowledge-based industrialization through e-learning

#### Assignments

- 1 Improving and promoting the awareness about e-learning
- 2 Research and survey
- 3 Increasing e-learning demands
- 4 Supporting overseas PR
- 5 Promoting the corporation education focusing on the practical training
- 6 Increasing the corporation renovation through e-learning
- 7 Resolving the disparity of knowledge between the regions & classes

## Major Policy Assignments For Each Step

### Major Policy Assignments For Each Step

Expanding  
05~06

Leaping  
07~08

Maturing  
09~

- E-Learning campaign and broadcasting media promotion activities through the creation of e-learning demands
- Supporting public institutes & groups with mandatory payment of e-training education
- Driving to mandate e-learning for the government institutes and public projects
- Establishing integrated Quality Certification Center, Establishing certification standards for fair trade, establishing e-learning Standards
- E-Learning Business Support Center (Business Clinic): operating Specialists Pool
- Driving to found e-learning Academy & Research for the human resources development

- Operating e-learning Portal
- Operating e-learning business support center: e-learning business consulting,
- Supporting e-learning industry investment union, supporting new e-learning business
- E-learning technology & research: establishing and operating e-learning test bed.

- Attracting buyers from overseas, and supporting the export activities by domestic companies
- Next-generation e-learning technology development; support essential technology and applied technology
- Development for e-learning
- E-Learning technology research: by establishing and operating standard e-learning platform, promote wider
- Expansion of e- Learning

# Direction of the Master Plan

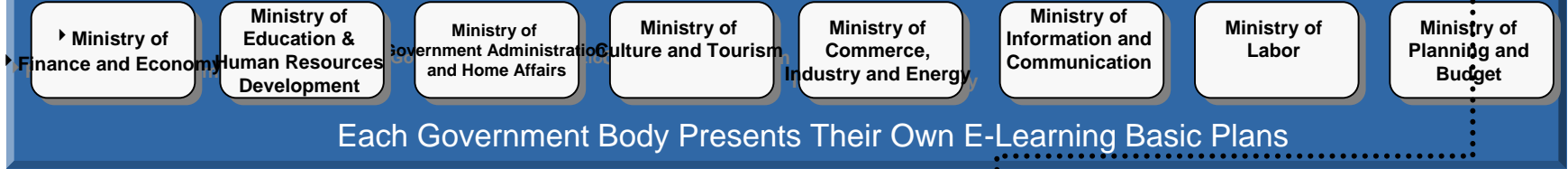
## Action System

Prime Minister

e-learning Industry Development Committee  
(Review/Approval)

e-learning Industry Development Task Force Committee  
(Review/Adjustment)

Submit the Basic Plans



Dept. Administration  
(Korea Institute for Electronic  
Commerce)

Dept. of  
Policy Planning

Dept. of  
Industry Promotion

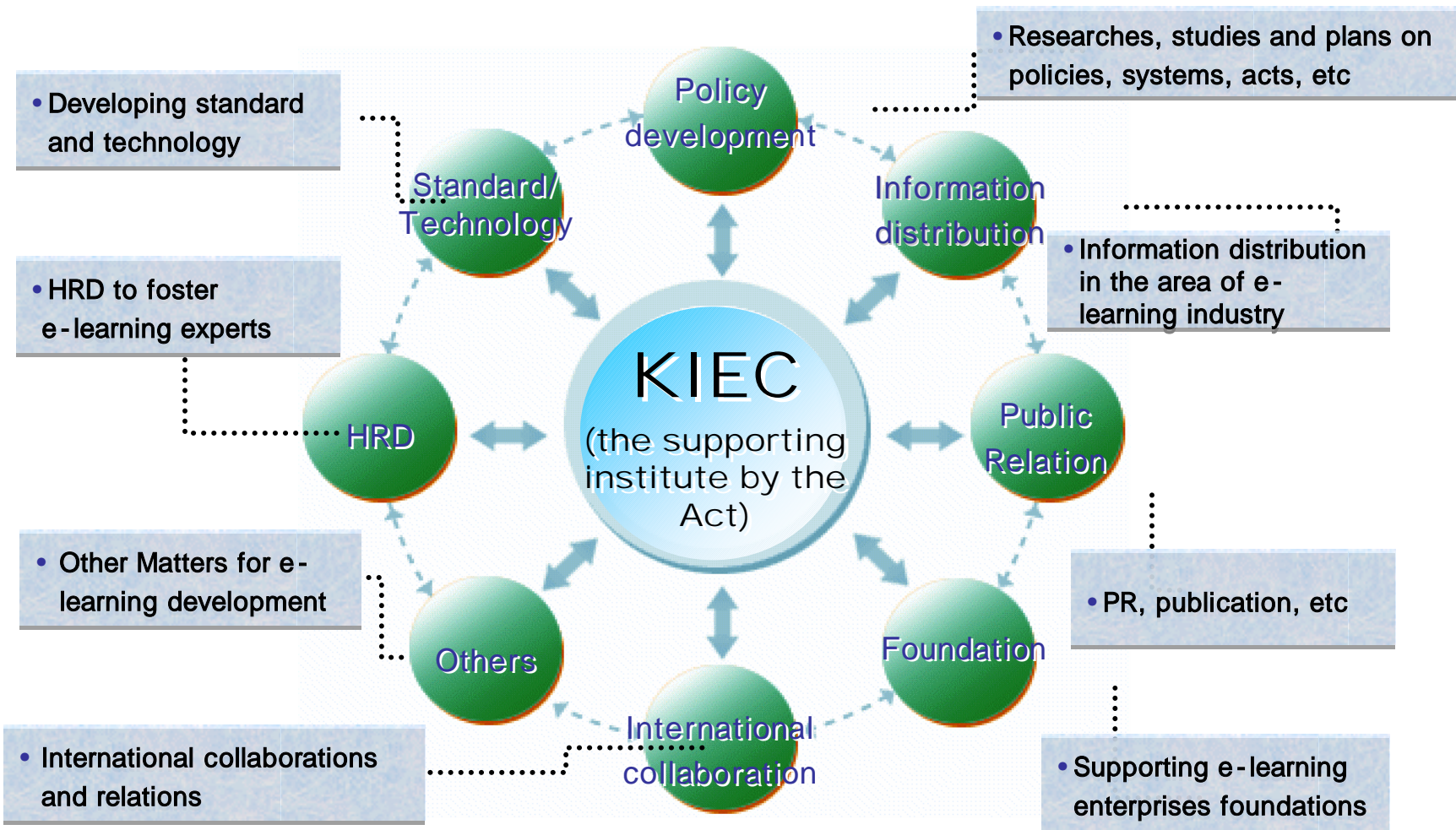
Dept. of  
Standards & Technology

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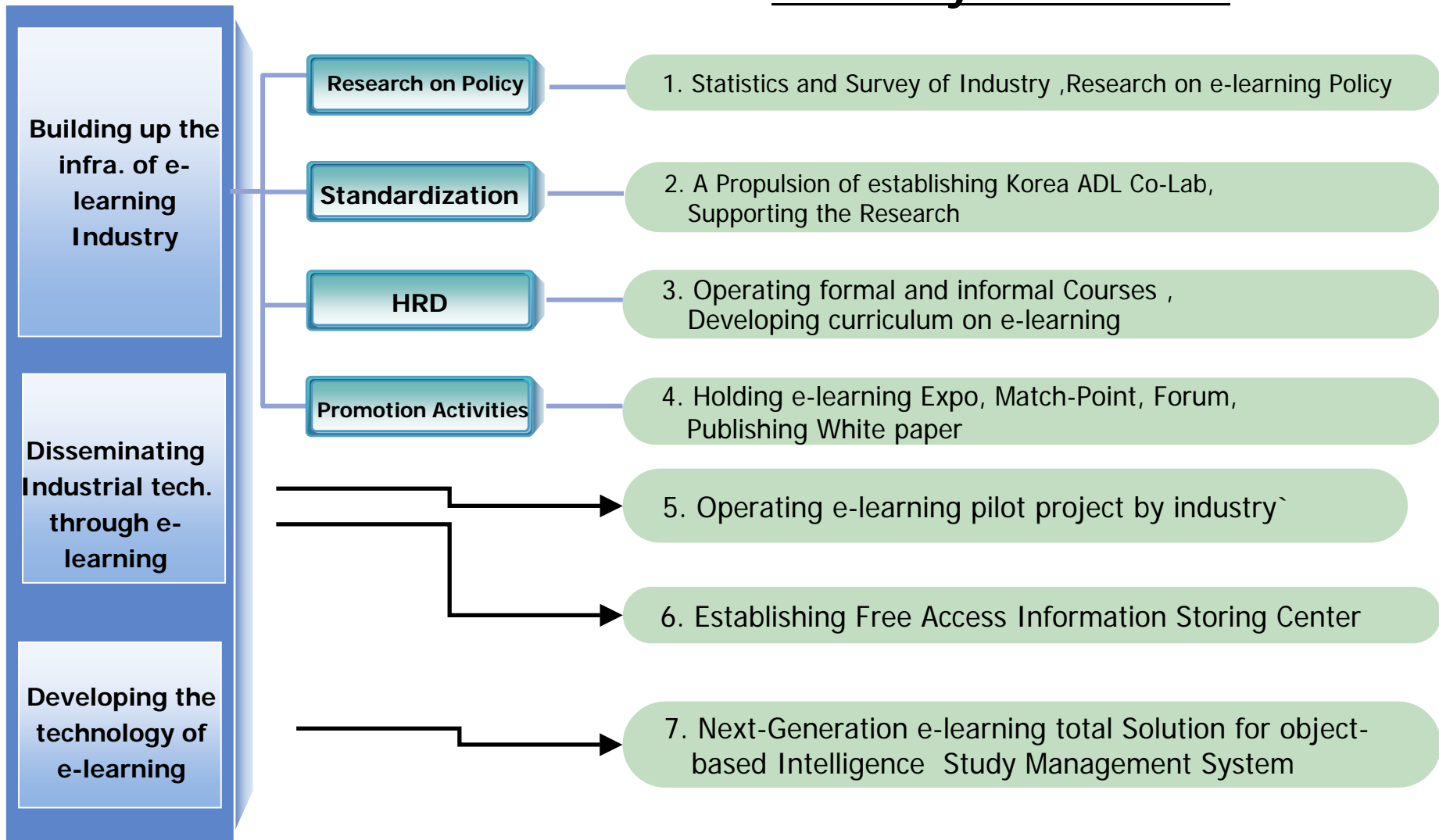


## Assigned by e-learning Industry Development Act



## Categories

## Summary of Activities



## 1. Building up the Infra. of e-learning Industry

### *Research on Policies*

- Statistics and Survey of Industry ( July ~Dec, 2005)
- Establishing the Master Plan (Scheduled)
  - KIEC: the executive office of committee
- Establishing Enforcement Plan (Scheduled)
- Publishing White Paper 2005
  - A Survey of Overseas' Trend
  - Establishing the yearbook

### *Promotion Activities*

- Holding e-learning Expo (Nov, 2005)
- APEC IT Exhibition (e-learning pavilion)
  - Nov. 15 ~ 21 ,2005 Bexco, Busan
- Holding e-learning competitive Contest (Scheduled, 2005)

e - learning  
Infra.

### *Standardization*

- Studying of the Standardization of terminology (2<sup>nd</sup> year, under way)
- Studying of a quality certification system (June, 2005 ~ )
  - Aiming at submitting to KS
  - Establishing a quality certification system
  - Developing of the framework for QC
- Studying of the Standardization(under way)
- ADL Co-Lab
  - Singing MOU (expanded & revised) : April 13th, 2005
  - Cooperating with ADL

### *HRD*

- e-learning planning·designing Courses
- Content Developer Courses
- e-learning STILEist Courses
- SCORM Developer Courses (Scheduled)
- SCORM expert dispatching Courses (ADL, USA)

## 2. Disseminating Industrial Tech. through e-learning

- Operating e-learning pilot project by industry
  - Operating technology Education on demand at Industrial Settings
  - Category : Materials & Components, Robot
- A Study of Free Access Information Storing Center & establishing e-learning Information Portal

## 3. Next-Generational Advanced Tech. Development

- Next-generation e-learning total solution for object-based intelligence study management system
- Developing agent for inter-linking with legacy information system
- Developing decentralized study management system supporting 2D/3D distributed learning environment

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# Project #1 (by Ministry of Commerce, Industry and Energy): The widespread use of Industrial technologies thru e-learning

## 1. Purpose

- To widespread the newest technologies and re-educate expert technologies through e-learning, that raises the technology competitiveness and labor productivity
- To secure the competitiveness by saving time & expense through e-learning among the companies of each business

## 2. Overview

- Period: from 2005
- Scale: Assigning 2(two) businesses with 2-year support  
(The assigned businesses are divided with industry and college)

# Project #1 (by Ministry of Commerce, Industry and Energy): The widespread use of Industrial technologies thru e-learning

## 3. Model

- Industry: Consortium between public association(or, public body) and selected companies
  - College: Consortium between assigned university, KPU (Korea Polytecnic University) and selected companies
- \* The companies are selected by public bidding

## 4. Supports and conditions

- Supports: 80% of the total budget is provided by government, 20% by consortium. But H/W, S/W are provided by PKU
- Conditions: developed content belongs to government

## 5. Details

- Survey:  
Surveying the inquiry content of the industrial technologies for e-learning courseware
- Content development:  
Developing content on the basis of SCORM 2004  
(Applying SCOs as content components of a class)
- Service:  
Providing the industrial companies with low price, or free
- Distribution:  
Spreading e-learning minded



# Project #2 (by Ministry of Education): Reusability model of content distributed

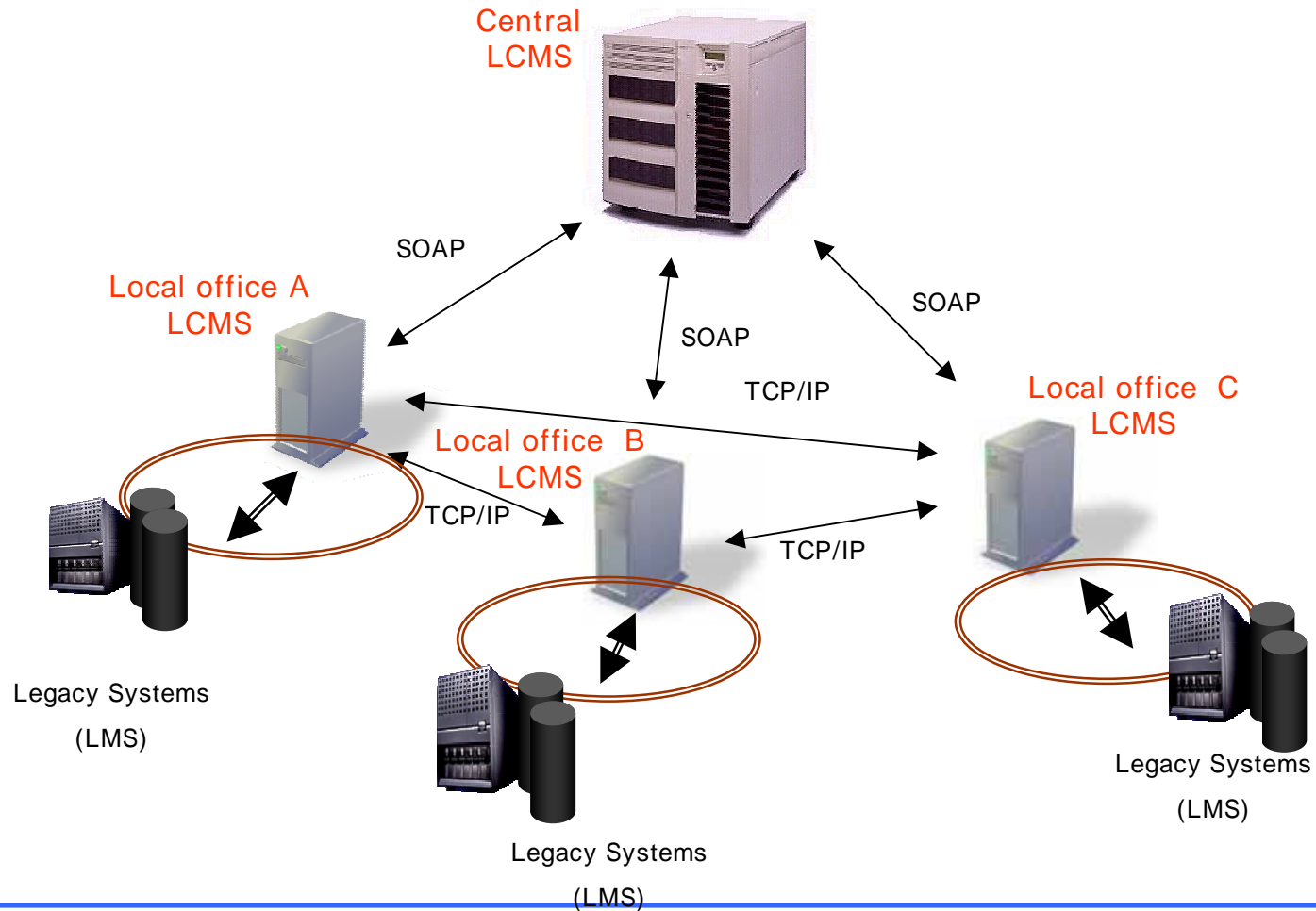
## 1. Purpose

- To eliminate the overlap investment for developing content among local offices of education
- To share the local content into the nationwide content by means of LCMS & metadata

## 2. Overview

- Period: from 2004
- Scale: Assigning 16 local offices of education and central office

## 3. Model



# Project #2 (by Ministry of Education): Reusability model of content distributed

## 4. Procedure

Office	Primary school	Junior high school	Senior high school
Seoul city	Korean (4 year)	Korean (1 year)	-
Busan city	Korean (5 year)	Korean (2 year)	-
Daegu city	Korean (6 year)	Korean (3 year)	Math (1 year)
Incheon city	Math (4 year)	Math (1 year)	Essay (1 year)
Gwangju city	Math (5 year)	Math (2 year)	-
Daejeon city	Math (6 year)	Math (3 year)	-
Ulsan city	Society (4 year)	Society (1 year)	-
Kyeonggi prov.	Society (5 year)	Society (2 year)	Korean (1 year)
Kangwon prov.	Society (6 year)	Society (3 year)	Society (1 year)
Chungcheongbuk - do prov.	Science (4 year)	Science (1 year)	Science (1 year)
Chungcheongnam - do prov.	Science (5 year)	Science (2 year)	-
Jeollabuk - do prov.	Science (6 year)	Science (3 year)	-
Jeollanam - do prov.	English (4 year)	English (1 year)	English (1 year)
Gyeongsangbuk - do prov.	English (5 year)	English (2 year)	-
Gyeongsangnam - do prov.	English (6 year)	English (3 year)	-
Jeju - do prov.	Human nature, creativity		-

## 4. Procedure (continued)

- Researching the method how to develop content effectively
- Studying the method how to apply the basic subject style for the students
- Considering to provide incentive and more budget for the leading offices of education according to the high utilization and evaluation
- To provide offices of education with qualified commercial content, KERIS proceeds to join the offices and companies by means of strategic cooperation, public subscription & co-development
- Consistent support LCMS and guideline from the central office (KERIS).

**Thank You.**

**Jae Young Shim**

**Korea Institute for Electronic Commerce (KIEC)**

**Tel : 02)528-5705**

**Email : [jyshim@kiec.or.kr](mailto: jyshim@kiec.or.kr)**