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Child Education Division

Shogakukan's infant classroom Dora Kids



Infant classroom collaboration with MIKI HOUSE



In-school educational support for kindergartens, nursery schools, and children's schools



Education Services for Infants

Shogakukan's Infant Classroom Dora Kids

Shogakukan's early childhood education program, Dora Kids, operates approximately 60 classrooms located within major shopping centers, department stores, and other commercial facilities nationwide. Since opening its first classroom in 1986, the program has built a track record spanning over 40 years and accumulated extensive expertise in early childhood education. A curriculum revamp started in 2025. We have introduced new programs, including "Secret Gadget Creation", app-based learning materials that use these gadgets to solve problems, and AI-powered learning materials, and we are putting our unique "Gakushu" (joyful learning) method into practice to help children "fall in love with learning."

The Dora Kids Online Course has also been open since April 2021, making Dora Kids classes now available anywhere in Japan.

Infant classroom collaboration with MIKI HOUSE

In collaboration with MIKI HOUSE, a children's clothing company, we offer preschool classes at major department stores nationwide. At KIDS PAL, starting in 2026, we strengthen our physical activity and critical thinking programs to foster "the ability to tackle problems with a positive attitude (a resilient mind)" and "the ability to build positive relationships with others (a kind heart)" through fun learning. MIKI HOUSE EIKAIWA CLUB is an English conversation school for young children, where a Japanese teacher and an English speaker team up to provide pair teaching. We also offer courses for elementary school entrance examinations in cooperation with Rieikai, a prep school with a reliable track record of success (not available in some regions).

In-school educational support for kindergartens, nursery schools, preschools

Specialized teachers visit kindergartens, nursery schools, and international preschools to provide regular and extracurricular early childhood education. We provide high-quality educational programs that meet the needs of both children and parents while helping schools stand out in the local community.



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Education Solutions Division

Business partnership with COMPASS Inc.



Value Provision Model



Education Solutions Division

The Education Solutions Division is a department established in fiscal year 2025 with a mission to create new business initiatives that address the challenges faced by schools, educational institutions, companies, and organizations by leveraging the expertise and resources related to learning and educational content from our company and other group companies, including Shogakukan, in a multifaceted manner.

“SPARKE,” an inquiry-based learning library for elementary and junior high schools, is a set of educational materials for schools developed in collaboration with our group company, COMPASS, under the theme “Bringing real-world learning to schools.”

We transform the values that companies wish to convey into educational materials and deliver them to teachers and students nationwide as corporate partnership-based content.

This initiative meets the needs of both schools—which face the challenges of strengthening socially engaged learning and reducing the burden on educators—and companies seeking to promote their various business activities to children, thereby providing value to both parties.

By encouraging children to engage in more proactive and interactive learning while being mindful of their connection to society, we are nurturing their “ability to shape the future.”

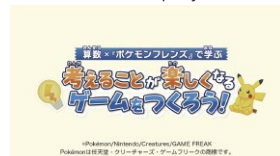
Moving forward, we will continue to create sustainable businesses that contribute to society by developing solutions tailored to the needs of children, schools and educational institutions (including kindergartens, nurseries, high schools, and universities), and companies—all without being constrained by traditional business models or fixed notions.

Selected Partnerships

T-ARTS Company Ltd.



The Pokémon Company



MEGMILK SNOW BRAND CO., LTD



THE SKATER CO., LTD



Classroom Lesson at an Elementary School





Education

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Business Strategy Office

Adult lectures (painting classes)

Shogakukan Academy
Ginza Tokyo
絵画倶楽部

GINZA
S. ATELIER
Shogakukan Academy



Planning and Promotion of New Business

Shogakukan Academy
ホビープラモデル倶楽部
Hobby & Plamodel Club



マナビコ
manabi/co



Adult lectures (painting classes)

Shogakukan Academy Kaiga Club
Shogakukan Academy S. ATELIER

“Have you ever studied the basics of painting?”

“Shogakukan Academy Kaiga Club” is a painting class for adults designed to help anyone learn to paint well. We offer classes with a unique curriculum where students can learn painting knowledge and techniques alongside their peers. We also operate “Shogakukan Academy S. ATELIER,” a course for those aiming to become professionals, or those who simply want to continue painting at a higher level.

For New Business Internal and External Alliance Strategies

As part of our new business strategy targeting adults, we have launched the “Shogakukan Academy Hobby Plamodel Club,” a special model-building experience where participants can learn directly from professional modelers, offering courses that teach the basics of model building.

As part of our alliance strategy, we are collaborating with Shogakukan, Shueisha, and other group companies to create new businesses that leverage each other's strengths, working toward the realization of co-creation.

We are also working with external companies to develop plans for business diversification, with a view to expanding into fields beyond our existing businesses, and are taking steps toward implementation.



Education

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Education Content Development Office



教科や実社会と結びつく探究学習が
すぐに始められます

学習内容は教科書や実社会の事例を題材として、
子どもたちが興味・関心をもてるテーマを設定し、
探究活動を通して、知識・理解・技能、そして思考
力・人間性・社会性を育成します。

ご提供教材

すぐに授業に導入できるように「映像教材」「ワークシート」「学習書」をセットでご提供。
必要な学習活動を組み合わせて、先生の授業に活用いただけます。

映像教材
授業を行うための映像コンテンツを用意。
画面に授業内容を映し出すことで、授業の進行をサポートします。

ワークシート
授業で使用するワークシートを用意。
ワークシートに授業内容を記入し、授業の進行をサポートします。

学習書
授業で使用する学習書を用意。
学習書に授業内容を記入し、授業の進行をサポートします。

Planning and Production of Inquiry-Based Learning Materials
for Elementary and Junior High Schools



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Books Planned and produced by the Education Content
Development Office



学習シート「生成AIって何？」

生成AIとは、テキストや画像などの入力データから、新しいテキストや画像を生成する技術のことです。生成AIは、学習データからパターンを学習し、新しいデータを生成します。

生成AIの応用分野

- 文章生成
- 画像生成
- 音声生成
- 動画生成

生成AIの活用事例

- 文章生成：作文の作成、レポートの作成、メールの作成など。
- 画像生成：イラストの作成、写真の作成、デザインなど。
- 音声生成：音声の合成、音声の翻訳など。
- 動画生成：動画の作成、動画の編集など。

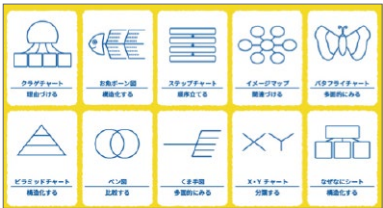
生成AIの活用方法

- 生成AIの活用方法1：生成AIの活用方法1
- 生成AIの活用方法2：生成AIの活用方法2
- 生成AIの活用方法3：生成AIの活用方法3
- 生成AIの活用方法4：生成AIの活用方法4
- 生成AIの活用方法5：生成AIの活用方法5
- 生成AIの活用方法6：生成AIの活用方法6
- 生成AIの活用方法7：生成AIの活用方法7
- 生成AIの活用方法8：生成AIの活用方法8
- 生成AIの活用方法9：生成AIの活用方法9
- 生成AIの活用方法10：生成AIの活用方法10

Contract Awarded to Produce the Tokyo Metropolitan Board of Education's
"Generative AI Literacy Teaching Materials": Videos, Worksheets, and Trial Tools



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Shogakukan,
Yomiuri Television,
TMS 1996



Thinking Master Tools

Education Content Development Office

We conduct research and development of unique educational content tailored for learners, particularly children.

Through the planning and production of learning methods, educational materials, books, and educational events, we are committed to creating and developing educational intellectual property (IP). At the same time, we leverage both internal and external expertise to shape better ways of learning.

In addition to developing and providing "Shogakukan's Inquiry-Based Learning®"—a learning method unique to the Shogakukan Group—we are also engaged in the production and deployment of inquiry-based learning content for schools. Furthermore, by leveraging the expertise in educational material development and operations cultivated in the correspondence education sector, we are creating value that meets diverse learning needs through cross-functional development spanning educational materials, services, and projects.

In addition, we accumulate practical knowledge through book production, alliances with other companies, advisory services, and public sector contracts, which we use to create new businesses and services.

By combining the unique strengths of education and entertainment that define ShoPro, we aim to provide opportunities for people of all backgrounds and needs to "learn in a way that is useful for the future" and "enjoy the learning process."

Moving forward, we will continue to respond to diversifying educational needs while sparking children's curiosity and dialogue, and creating experiences that inspire them to want to learn on their own.