SEOUL MEDIA
INSTITUTE OF TECHNOLOGY



SEOUL MEDIA INSTITUTE OF TECHNOLOGY
AI STARTUP MAJOR

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AI Startup Major

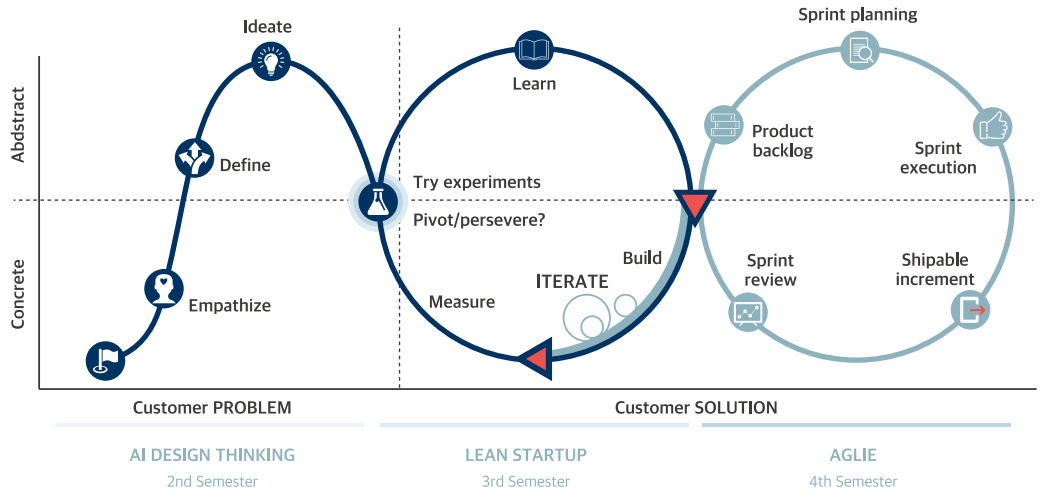


AI Startup Major was established to nurture next-generation innovators who combine humanistic insight with advanced AI technology.
The program develops practical entrepreneurial skills and creative problem-solving abilities by integrating social sciences with AI tools.
Students learn the full startup process-from AI-driven problem solving and business model development to market strategy and fundraising —while receiving hands-on training and mentorship.

Educational Goals & Ideal Graduate Profile

The program aims to nurture individuals with integrated thinking skills who can realize human-centered problem-solving and value-driven innovation, grounded in humanistic insight. To achieve this, students experience the close mentorship by faculty and industry experts.

- Fostering Creative Entrepreneurship: Students develop creative thinking and execution skills, preparing them to navigate real-world startup environments.
- Training Experts in AI Tools for Startups: Students build the ability to apply AI tools to real startup scenarios in a rapidly changing tech landscape.
- Developing Practice-Oriented Talent through PRACTICUM: Through hands-on Practicum courses, students define real problems, integrate customer feedback, and design innovative business models.

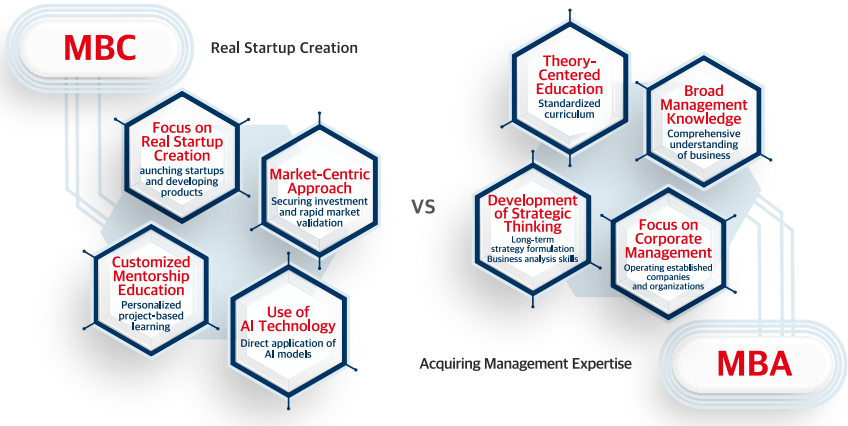


Curriculum and Areas of Specialization

The AI Startup Department fosters creative talents through hands-on training in AI and entrepreneurship, covering data analysis, content creation, service design, MVP development, and fundraising.

The Department of AI Startup Studies provides a hands-on curriculum that blends AI technology with entrepreneurial training. Students learn core startup skills such as data analysis, content creation, and service design, and practice the full process from problem discovery to MVP development and fundraising.

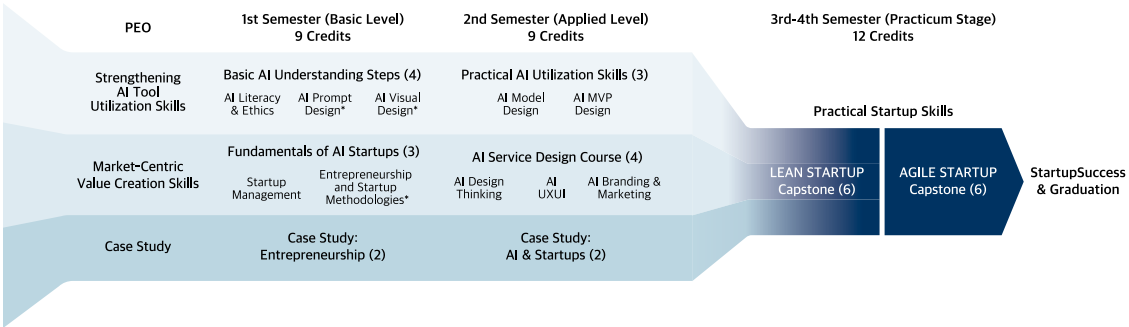
Through AI Design Thinking, Lean Startup, and Agile methods, students gain customer-focused problem-solving and strategic planning abilities. Project-based learning and close mentoring help turn ideas into viable tech-driven startups, enhancing both expertise and execution.





Creative Innovator,

Course Structure



Key Features of the Educational Program

AI-LEAN Step-by-Step Practice Projects: The program integrates AI Design Thinking, Lean Startup, and Agile methods into a practice-based curriculum. Students learn the core startup flow—exploring customer problems, designing solutions, and iterating MVPs.

Strengthening AI-Based Problem Solving and MVP Design Skills: Students define customer-centered problems using AI tools and design minimum viable products (MVPs) to address them.

Creative, Interdisciplinary Thinking and Human-Centered Design Education: Based on insights from the humanities and social sciences, students learn to solve problems with a human-centered rather than a purely technical approach.



FACULTY

Creative Planning and Innovation with AI: Transforming Startups and Products



Professor Doo-young Kwon

ETH Zurich, Ph.D. in Computer Engineering, Switzerland

Washington State University, Master of Architecture Design, U.S.A

Research Areas : Generative AI, reality-based metaverse, AI space design, AI art, AI exhibition & performance production

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Professor Jeong-yeon Lee

Hongik University, Ph.D. in Fine Arts (Video Studies), Seoul, Korea

Sogang University, M.S. in Media Engineering, Seoul, Korea

Research Areas : Service Design, User Experience Design, Information Design, Multi-Platform Interface Design

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Professor Hoon-Sik Yoo

Kookmin University, Ph.D. in Design(Interaction Design), Seoul, Korea

Kookmin University, M.A. in Design(Interaction Design), Seoul, Korea

Research Areas : AI Design, AI-Applied UX/UI Design, Solo Entrepreneurship & Startups, One-Person Media Business

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Educational Program Competencies

Strengthening AI-Based Problem-Solving Skills: Students define customer problems and apply AI to create effective solutions.

Practical Proficiency in AI Tool Application: Students use AI tools like prompts and data analysis to boost execution skills.

Business Model and MVP Development Skills: Students design and refine MVPs using Lean Startup principles.

Market-Driven Strategy and Fundraising Skills: Students build growth strategies and prepare investor-ready pitches.

Interdisciplinary Thinking and Design Thinking Skills: Students combine humanities and tech to design user-centered solutions.

Expected Career Paths

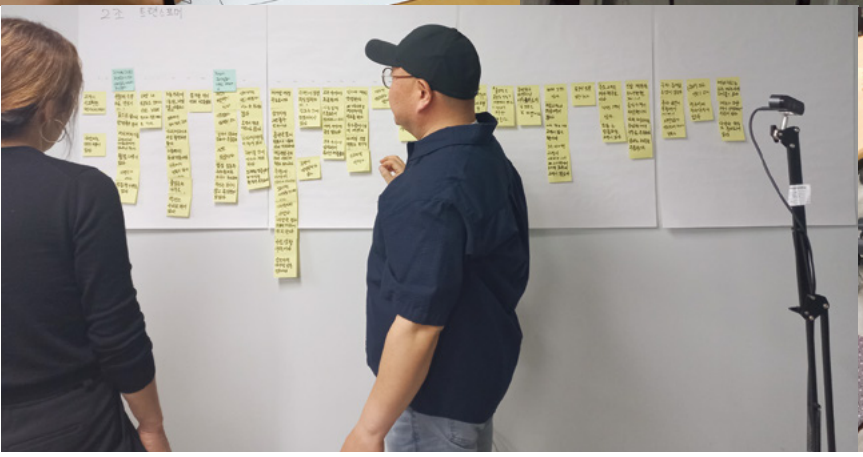
Founder or co-founder of an AI-based startup
AI product and service planner
AI prompt and content designe

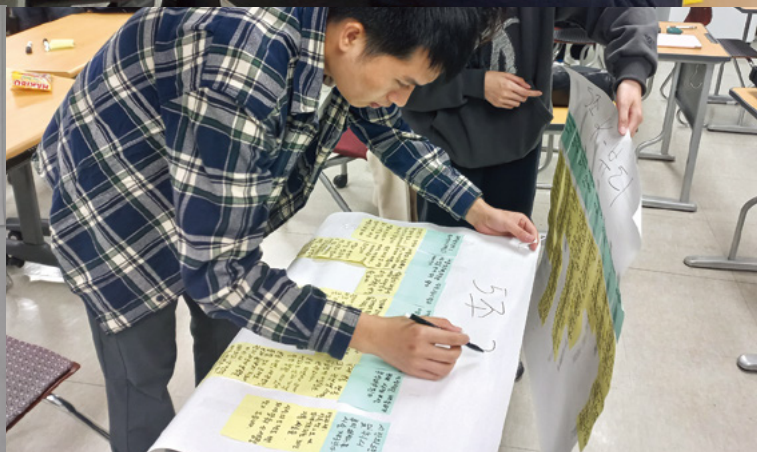
- Business strategist or consultant specializing in AI applications
- Startup accelerator associate or venture capital analyst
- Professional with practical skills in AI tool application
- Expert in developing market-driven business strategies
- Planner and executor of AI-driven business ventures











Program Highlights

Startup-Centered AI Practical Education
Unlike traditional theory-based programs, this curriculum emphasizes real startup execution through the MBC (Master of Business Creation) track.

Capstone Projects Covering the Entire Startup Cycle
Spanning 2 to 4 semesters, the capstone projects guide students through the entire startup process, including customer discovery, prototyping, data analysis, and investment pitching.

Certificate-Based Curriculum with Recognizable Credentials
Each course includes a certificate that validates students' acquired skills and knowledge, supporting career development and proving professional expertise.

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