SEOUL MEDIA
INSTITUTE OF TECHNOLOGY



WHERE YOUR CAREER MEETS AI AND THE WORLD

SEOUL MEDIA INSTITUTE OF TECHNOLOGY

www.smit.ac.kr



SMIT by Numbers

20.83
Number of students per full-time faculty member [1)]

99%
Scholarship recipient ratio [1)]

15,447K KRW
Education expenditure per student per year [1)]

92.3%
Faculty recruitment rate based on enrollment capacity [1)]

3,133K KRW
Annual scholarship amount per student [1)]

93.5%
Student Lecture Satisfaction Rate [2)]

1) 2025 Higher Education Information Disclosure
2) As of 2025



5th in Global Education Quality [3)]

5th in Tuition Support [4)]

5th in Financial Revenue Scale [5)]

IEQAS-Certified University for 4 Consecutive Years

Joint Degree Partnership with 12 Outstanding Overseas Universities

3) [National Graduate Universities] 2025 Higher Education Information Disclosure — International Student Enrollment
4) National Graduate Universities FY2024 Settlement — Total Scholarship Disbursement
5) National Graduate Universities FY2024 Settlement — Operating Revenue







Departments

Department of Media Business

A design thinking-based interdisciplinary education that combines business expertise, key technologies, and creative ideas, with a focus on broadcasting media, personal media, Hallyu (Korean Wave), and social welfare fields.

Master of Business Administration(AI Media Business)
Master of Business Creation(AI Startup)
Master of Business Administration(AI UX)
Master of Arts in Education(AI Korean Language Education)

Department of Convergence Art&Design

Cultivates talent with integrated competencies in arts, design, technology, and business, capable of leading the cultural and creative design industries in advanced media technology environments..

Master of Fine Arts in Media Art & Design
Master of Fine Arts in AI Film

Department of AI Software Engineering

The cultivation of talents who can plan and develop AI services and content by understanding the core technologies of artificial intelligence and engaging in interdisciplinary thinking.

Master of Science in Engineering(AI Software)
Master of Science in Engineering(AI Technology for Business)

International Graduate School (English track)

Fosters global professionals in digital media, entrepreneurship, and business convergence through a globally specialized curriculum and joint degree programs with overseas universities.

Master of Business Administration (e-Business)
Master of Art (K-Culture Leadership)
Master of Business Creation (AI Startup)
Master of Business Creation (K-Business Model)
Master of Fine Arts (Digital Art & Design) [KR-CN]
Master of Science in Engineering (AI Business)
Master of Science (Cybersecurity)
Master of Science (Program Development)

Startup Mission is our Identity of Tomorrow

SMIT, where imagination becomes reality

SMIT, where innovation starts

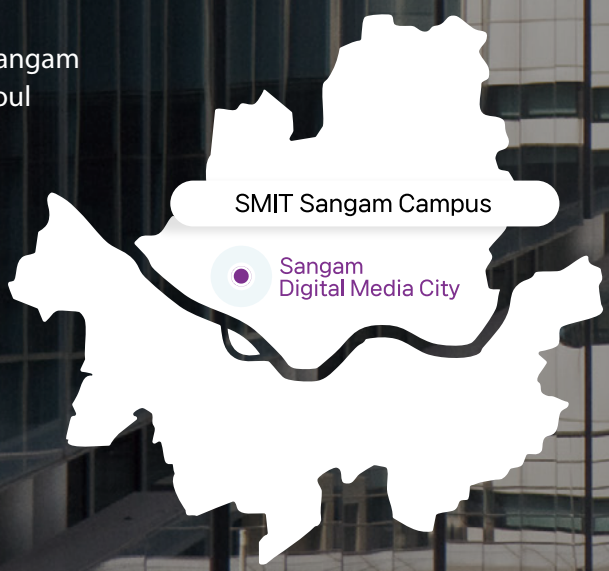
Fostering convergent talents who create value in the field of future media.

By embracing AI and digital literacy as core competencies, we are committed to leading future education through rapid innovation and the nurturing of startups.

A Specialized Global University for New Media Education

A core research institute located within the Sangam DMC media cluster. Certified university for International Education Quality Assurance

SMIT is in the heart of Sangam Digital Media City in Seoul



KGIT SEOUL MEDIA INSTITUTE OF TECHNOLOGY



Launching global educational cooperation with a clinical practice-based competency specialized in AI and the Seoul Digital Media City environment.

In a hyper-connected world, the traditional mission of universities, which was to supply new knowledge to local communities, is being challenged. Today, power no longer comes from sheer size, but from the speed of change. However, the impact of change always depends on the choices made regarding direction.

We aim to hit the moving target in an uncertain future by rapidly repeating small failures to avoid major ones in the following three areas:

First,
Our university will transform into an institution that experiments with and educates about the practical application of AI. Graduates will be recognized as the most proficient in utilizing AI within their respective organizations.

Second,
With clinical practice-based competency specialized in the cultural environment of Seoul Digital Media City, we will serve as a testbed for developing and testing new global education models in collaboration with prestigious overseas universities.

Third,
In line with our founding philosophy, we will contribute to education that designs and experiments with market value. Through this, we will establish ourselves as a research-oriented, small but strong university, independently shaping our future.

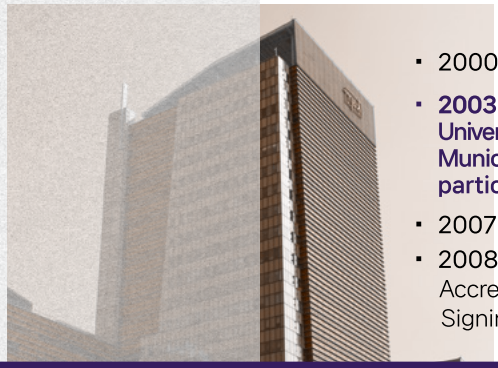
Venturing into unfamiliar uncertainty is never easy. However, our dignity and practical value clearly lie within this journey. SMIT embodies the spirit of "Startup Mission is our Identity of Tomorrow."

Entrepreneurship defines our identity, and through this, we will provide value to our students and contribute to the nation.

Thank you.

Seoul Media Institute of Technology
President Han Hee

2000 – 2008
Incubation Period



- 2000 Establishment of the KGIT Foundation Advisory Committee
- **2003 Signing of an agreement with the KDU e.V. (Konsortium Deutscher Universitaeten) led by 8 universities including Technical University of Munich and 2 research institutions including Fraunhofer Institute to participate in the establishment of KGIT**
- 2007 Completion of the Seoul DMC KGIT Project Construction
- 2008
  Accreditation of the Korea-German Institute of Technology (KGIT)
  Signing MOUs with Babelsberg HFF, KISD, and ZKM

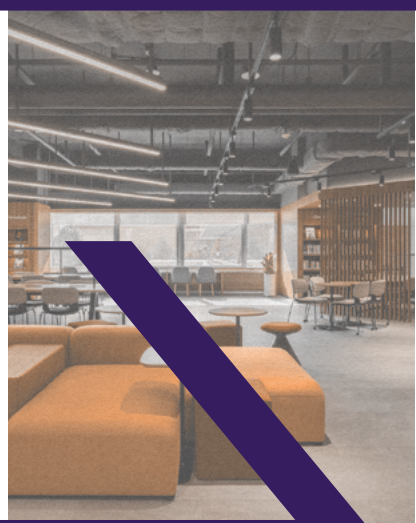


2009 – 2019
Foundation and Development Period

- **2009 Opening of the Korean German Institute of Technology (KGIT)**
  Appointment of Dr. Horst Teltschik as the first president
- 2010 Establishment of the Newmedia Department
  (Media Management, Media Engineering, Media Production, Media Design)
- 2012 Establishment of the Stereoscopic Media Department with support from the Korea Creative Content Agency
- **2015 Renaming to Seoul Media Institute of Technology (SMIT)**
- 2017 Reorganization of the education system: New Media Department, Media Business, Media Engineering, Convergence Media Major
- 2019 10th Anniversary Celebration

2020 – 2023
Expansion and Leap Period

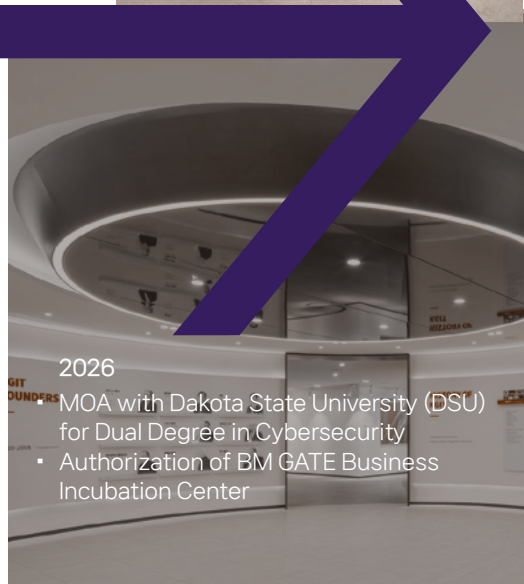
- 2022
  Signing of an MOU with Mongolian Global Leadership University (GLU)
- 2023
  Certified in the International Education Quality Assurance System (IEQAS).
  Establishment of AI Business major (English track)
  Approval for E-Business program
  Signing of a 1+1 dual degree MOA with Mongolian GLU
  Signing of a doctoral program linkage MOA with Caroline University, USA
  Hosting of the SMIT-GLU Joint Conference



2024 – 2026
Opening of the Sangam DMC Global Era

2024
- Curriculum restructuring - Establishment of the AI Startup Department
- Signing of international cooperation MOUs:
  ENU, IITU, Energo U, SIES, MUJ, Rishihood
- Curriculum reorganization based on practicum
- Establishment of the Business Model Research Center

2025
- International Graduate School & Global Complex
- MOA with MUJ and IITU
- Relocation to the DMC KGIT Center

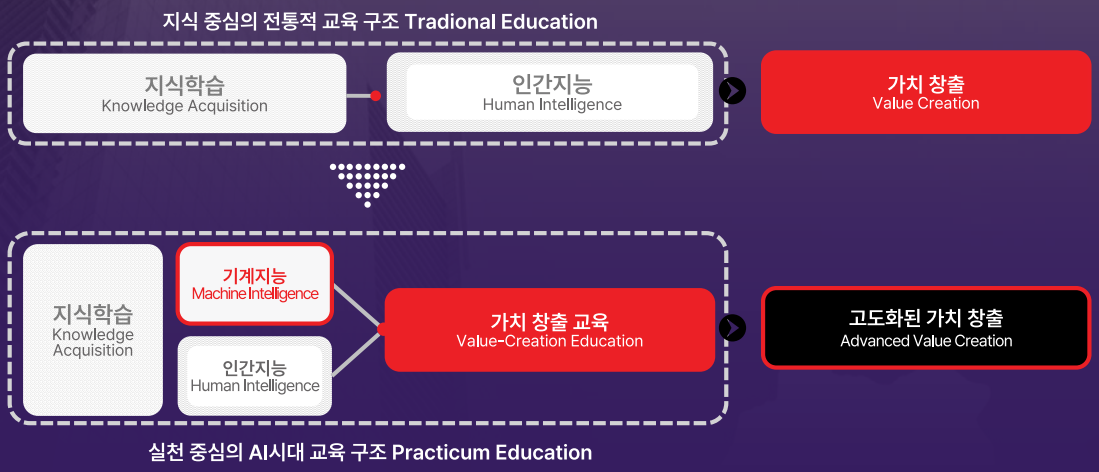


2026
- MOA with Dakota State University (DSU) for Dual Degree in Cybersecurity
- Authorization of BM GATE Business Incubation Center

NEW EDUCATIONAL MODEL

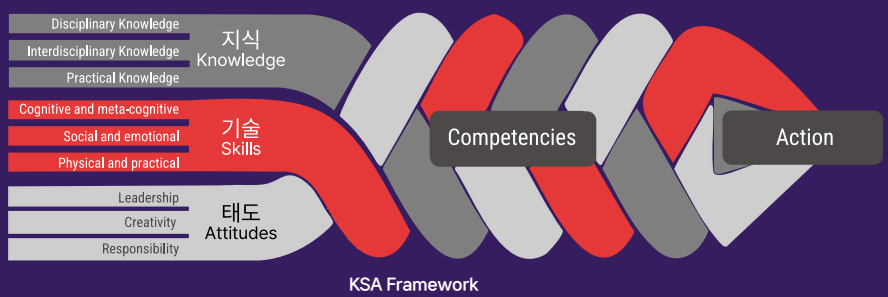
Innovators Make Innovators

Seoul Media Institute of Technology proposes
a new educational paradigm for the AI era.



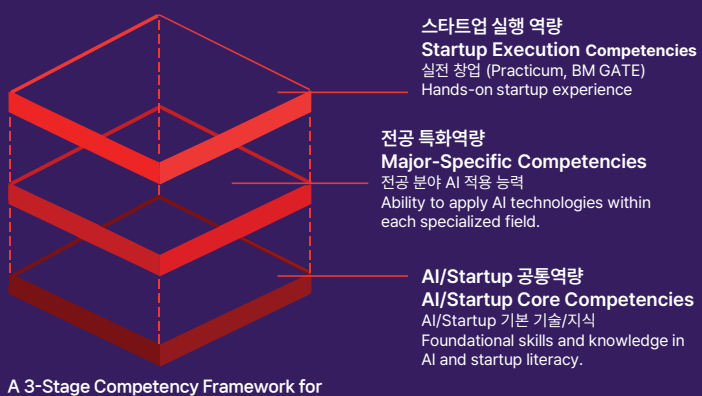
Competency-Based Education Framework Leading the AI Era

Our Competency-Based Education emphasizes strengthening competencies through practice, moving beyond mere knowledge acquisition.



AI-based Practical Startup Incubation Platform – BM GATE

BM GATE is SMIT's unique, hands-on Practicum program that validates market value through AI-based data analysis.



From Idea to Investment, Through SMIT BM GATE!

SEOUL MEDIA
INSTITUTE OF TECHNOLOGY

402 WORLD CUP BUK-RO, MAPO-GU SEOUL
03925, KOREA
TEL 02.6953.3204 **FAX** 02.6953.3089
www.smit.ac.kr