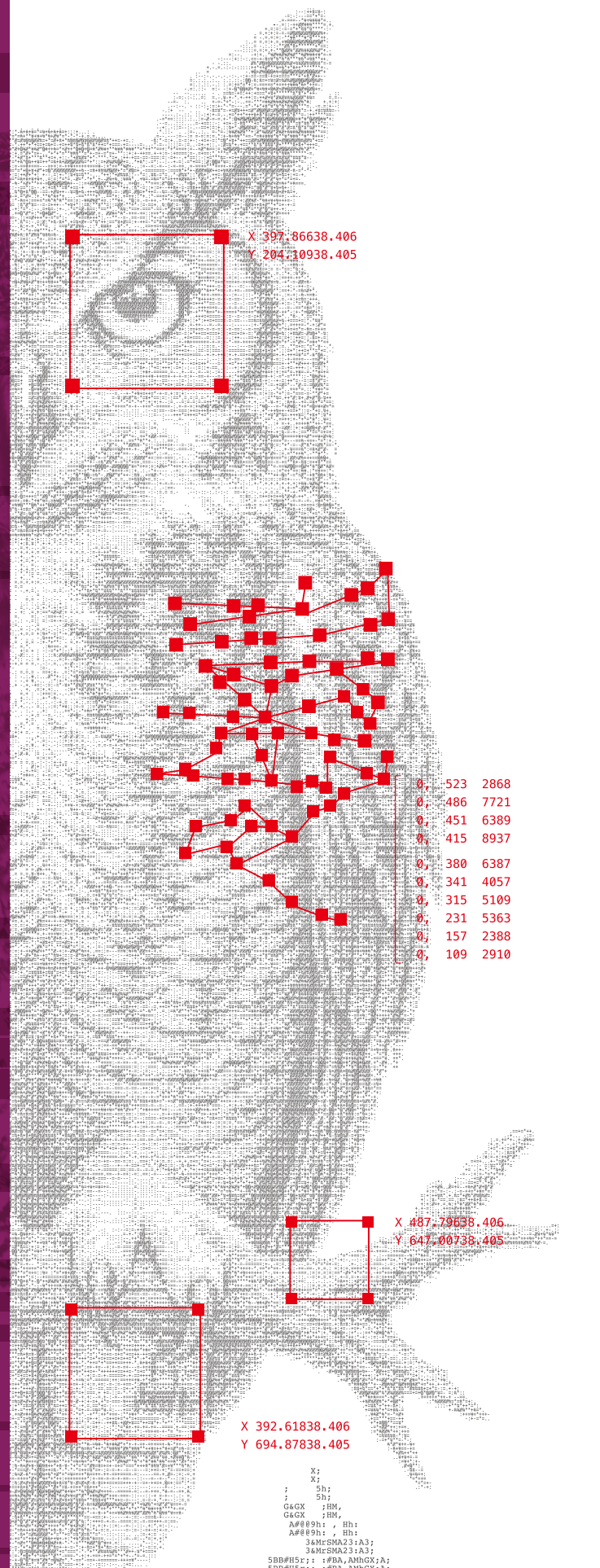
SEOUL MEDIA
INSTITUTE OF TECHNOLOGY



SEOUL MEDIA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF AI BUSINESS INNOVATION

www.smit.ac.kr

Department of AI Business Innovation



The Department of AI Business Innovation cultivates professionals who create new value by integrating artificial intelligence with media, business, K-culture, user experience, and Korean language education.

Built around four majors — AI Media Business, AI Startup, AI UX RdD, and AI Korean Language Education — the department strengthens both domain expertise and AI proficiency in each field. Through education that connects theory with practice, it develops creative, innovative talent capable of responding proactively to a rapidly changing digital environment. In particular, the department emphasizes the entrepreneurial and business capabilities needed to turn AI technology into real business opportunities. Students experience the entire process firsthand — from identifying business ideas and designing business models to commercialization and fundraising — and grow into AI business leaders with the execution skills to succeed in the market.

Educational Goals & Ideal Graduate Profile

The AI Media Business, AI Startup, and AI UX Research-driven Design majors cultivate creative innovators through the integration of AI and specialized expertise.

Interdisciplinary Thinking
Integrating AI with specialized knowledge to solve complex problems creatively.

Professional Competence
Applying academic knowledge and practical skills to real-world challenges.

Innovation and Value Creation
Developing innovative services, business models, and educational content.

Global Communication and Collaboration
Promoting cross-disciplinary and intercultural collaboration.

STRATEGY

01 **Integrated Foundation**
In the 6-credit common curriculum, entrepreneurship, UX, service planning, and venture investment are connected, and each professor's module is integrated into one cumulative project.

02 **Major-Specific Expertise**
Starting in the second semester, students complete major-specific methodologies and required fundamentals, while the third and fourth semesters are differentiated through outcomes in research, service, and business.

02 **Learner-Specific Course Operation**
The Foundation courses are operated in separate sections for domestic and international students, while applying shared learning objectives and evaluation criteria.

04 **Practical Linkage & More Electives**
AI business and marketing courses taught by external practitioners are offered once a year and organized as second-semester electives.

The AI Korean Language Education major cultivates interdisciplinary Korean language education professionals who earn the Korean Language Teacher Certificate while building AI proficiency and an understanding of the Hallyu (Korean Wave) business. Drawing on generative AI-based teaching methods, learner-tailored content development, and Korean language and Hallyu education networks, the major presents a new model of Korean language education. It aims to create future-oriented educational and business value by combining these with knowledge of new media platforms and content.

- Certification as a Korean language teacher
- Certification as a multicultural society specialist.
- Learn and apply new models of Korean language education as practical teaching resources
- Plan services that generate social and business value through Korean language education



Creative Innovator,

Key Features of the Educational Program

01. AI-Integrated Interdisciplinary Education

Combining AI capabilities with specialized education in media business, entrepreneurship, user experience, and Korean language education.

02. Practice-Oriented Project Learning

The AI Media Business, AI UX RdD, and AI Startup majors integrate planning, research, and implementation through collaborative practicums and individual projects.

03. Digital Korean Language Education

The AI Korean Language Education major focuses on Korean language teaching expertise, multicultural understanding, and the application of digital technologies in language education.

04. Outcome-Oriented Professional Development

Supporting the development of tangible outcomes such as media service portfolios, UX research reports, MVPs, business plans, and Korean language teaching and learning content.



FACULTY

"Creative Planning and Innovation Connecting Media, K-Culture, and Business"



Professor Hoekyung Jung

Sungkyunkwan University, Ph.D. in Political Science (Mass Communication), Seoul, Korea

Ewha Womans University, M.A. in Economics, Seoul, Korea

Research Areas :
Media Management/Industry, Media Business Strategy, Korean Wave Culture and Business, Business Models, HCI / User Research

Contact : hkjung@smit.ac.kr
02-6953-3140



Professor Kitae Bae

Chonnam National University, Ph.D. in Engineering (Computer Information & Communication Engineering), Chonnam, Korea

Chonnam National University, M.S. in Computer Engineering(Electrical Engineering), Chonnam, Korea

Research Areas : Media Processing, New Media Services, Media Applications, Media Graphics, Technology Commercialization, New Media Business Planning Computer Vision

Contact : ktbae@smit.ac.kr
02-6953-3138



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

Contact : dykwon@smit.ac.kr
02-6953-3157
www.dykwon.com/



Professor Ju-Hwan Lee

Yonsei University, Ph.D. in Psychology (Cognitive Engineering, Human-Computer Interaction)
Yonsei University, M.A. in Psychology, Seoul, Korea

Research Areas :
Multisensory User Interfaces, UX Research, Design Psychology, Human-Computer Interaction (HCI)

Contact : jhlee@smit.ac.kr
02-6953-3159
www.interactionlab.kr



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

Contact : jylee@smit.ac.kr
02-6953-3148



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

Contact : hsyoo@smit.ac.kr
02-6953-3149



Program Highlights

AI Media Business

01. AI Media Business

The AI Media Business major cultivates professionals who can plan innovative media services and content, develop business models, and create new value through AI technologies, market analysis, and strategic business planning.

- AI-driven media and content service planning
- K-culture Business model & Marketing
- Media industry analysis and technology commercialization

AI Startup

02. AI Startup

The AI Startup major develops innovative entrepreneurs who can transform creative ideas into viable businesses by leveraging AI technologies, building minimum viable products (MVPs), validating customer needs, and developing commercialization and investment strategies.

- AI-powered MVP development
- Customer and market validation using lean startup methodologies
- Business model development and investment pitching









Program Highlights

AI UX Research-driven Design

03. AI UX Research-driven Design

The AI UX RdD major cultivates UX professionals who can design and improve AI-powered products and services through a deep understanding of human behavior, user-centered research, and evidence-based evaluation.

- User-centered UX research and analysis
- AI service design and prototyping
- UX innovation through experimentation and evaluation

AI Korean Language Education

04. AI Korean Language Education

The AI Korean Language Education major aims to cultivate Korean language education professionals who combine expertise in Korean language pedagogy, Korean culture, and multicultural understanding with AI and digital media applications.

- Korean language teaching methodologies and learning content development
- AI and digital media applications in Korean language education
- Professional competencies in Korean language and multicultural education

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