SEOUL MEDIA
INSTITUTE OF TECHNOLOGY



SEOUL MEDIA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF AI SOFTWARE ENGINEERING

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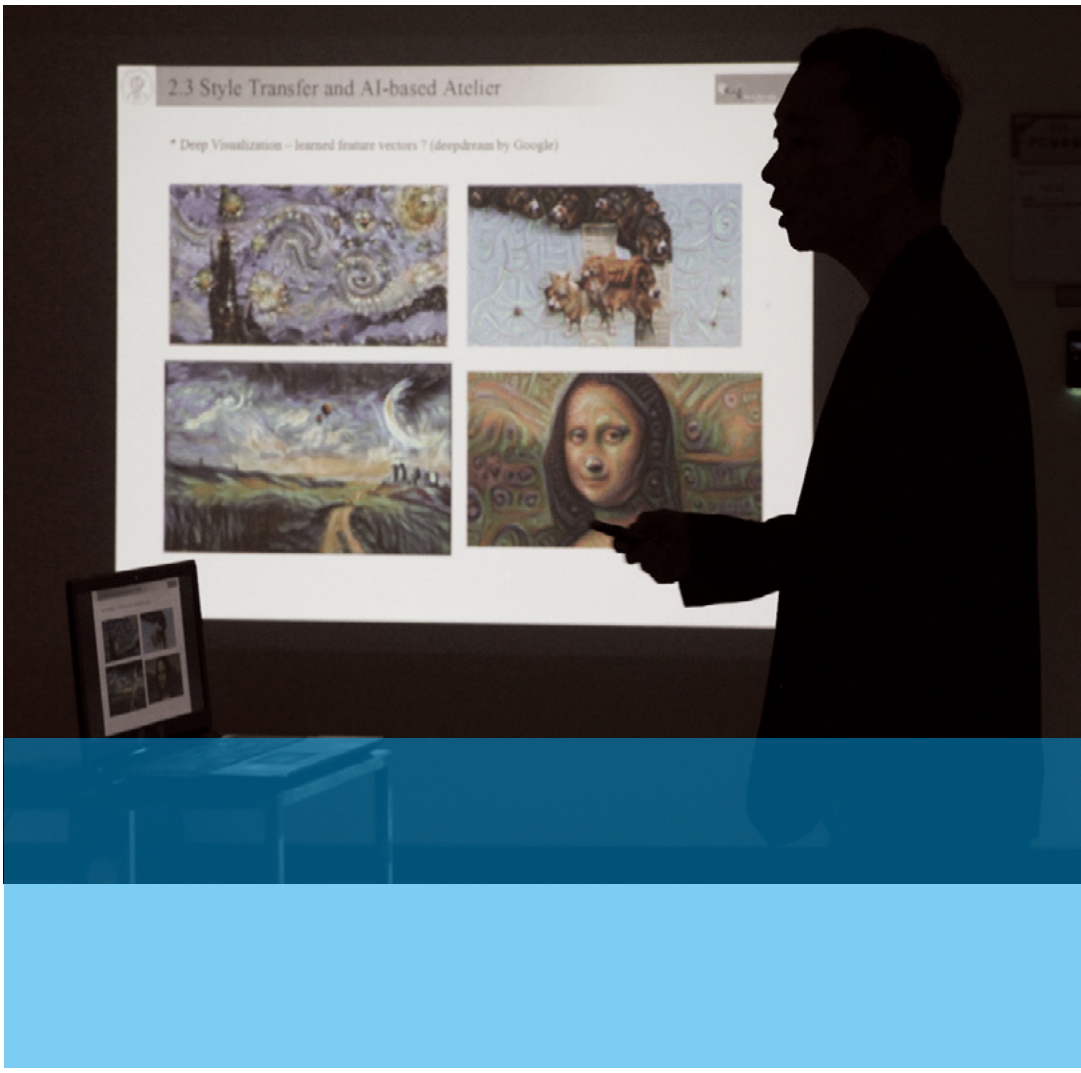
Department of AI Software Engineering



The Department of AI Software Engineering aims to cultivate professionals who possess a deep understanding of artificial intelligence principles and are capable of developing solutions or applying AI technologies in real-world scenarios.

The program offers a practice-oriented, systematically designed curriculum that fosters innovation particularly in areas such as AI software, AI-driven entrepreneurship, and consulting services.

For students from non-STEM backgrounds, such as humanities or social sciences, the program provides foundational training in AI application and data-driven problem-solving.

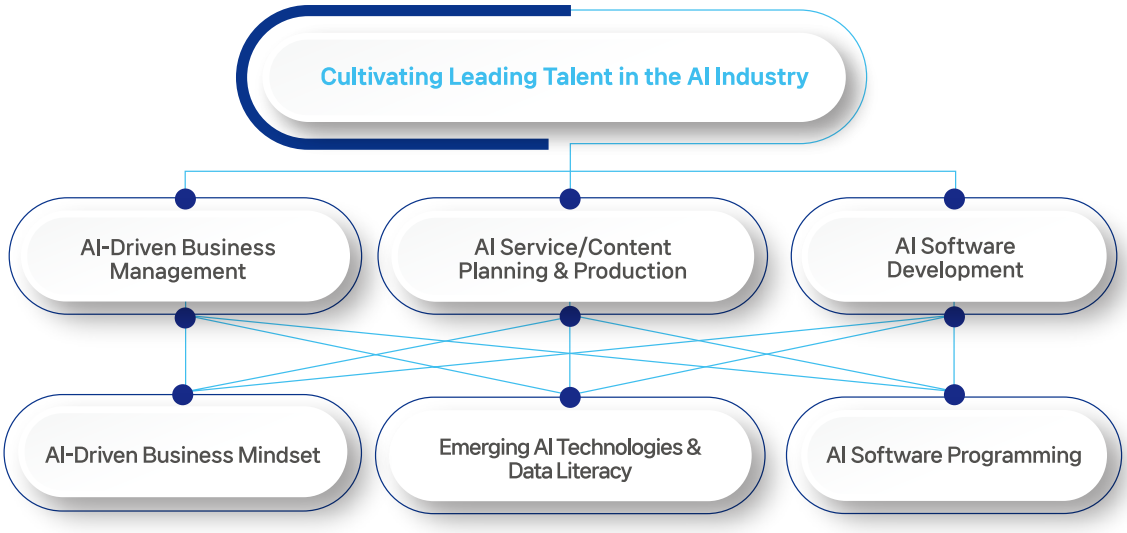
For students from related fields like electrical engineering, electronics, and computer science, the curriculum includes advanced courses that build high-level AI technical expertise and interdisciplinary integration skills. In addition, the department offers specialized training for working professionals and executives, focusing on enhancing their competencies in AI-based content and service planning.

Educational Goals & Ideal Graduate Profile

The program aims to develop creative and interdisciplinary professionals who understand the principles and limitations of AI technology, with practical skills to design and produce AI-based services and content—ultimately taking the lead in the AI industry.

We nurture creative professionals capable of developing AI services and content through a solid understanding of core AI technologies and interdisciplinary, hands-on training.

We foster innovative professionals with practical capabilities to understand AI principles, anticipate market and technological trends, plan AI services and content, and develop core technologies.

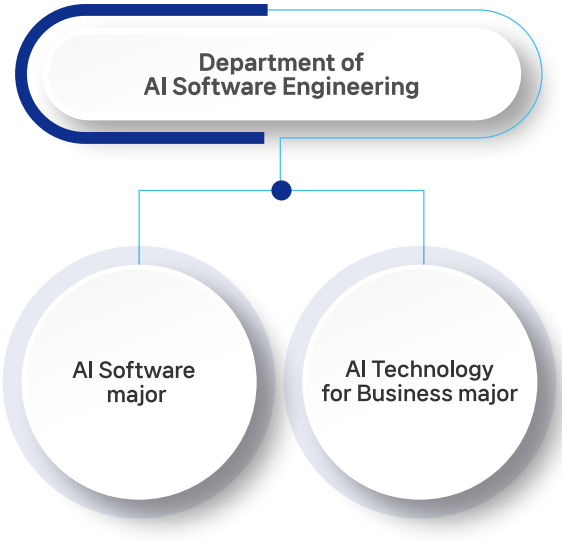


Curriculum and Areas of Specialization

Based on AI technologies such as computer vision, multimodal AI, generative AI, and AI agents, the Department of AI Software Engineering covers AI across diverse fields—from planning and development to industrial application.

AI Software major : offers an educational program in AI software development that spans the full process from AI model design to software implementation, teaching students to recognize diverse data such as text, images, and video, extract meaning, and apply it to problem solving. It also conducts research on AI technologies that merge the virtual and the real through immersive media, and implements the results as real-world services.

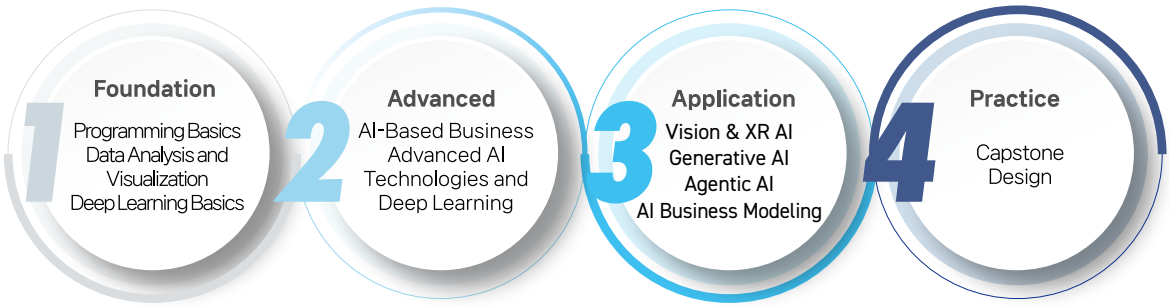
AI Technology for Business major : offers students a foundational understanding of AI and data science, along with their real-world applications. It explores service innovation cases across industries and provides training on how to plan and utilize AI-driven technologies. The program also offers curricula on innovative service and product planning, service building with the latest AI tools such as vibe coding, and technology-based entrepreneurship and consulting.





Creative Innovator,

Course Structure

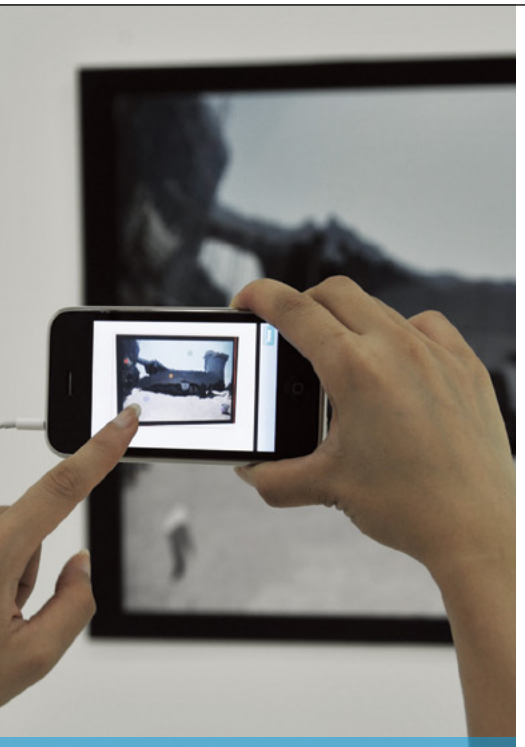


Key Features of the Educational Program

Step-by-step Education Integrating the Latest AI Technologies : cutting-edge AI technologies such as 3D computer vision, immersive AI, large language models (LLMs), multimodal AI, generative AI, reinforcement learning, and AI agents—ranging from basic to advanced levels. The curriculum blends theory and hands-on practice to build applied technical skills.

Interdisciplinary Education Applicable Across Industries : Focusing on real-world AI applications in industries like healthcare, finance, retail, and content, the program offers practice-oriented learning that integrates technology and strategy—enhancing both specialization and the ability to expand into new domains.

Project-Based Learning for Practical Problem Solving : Through capstone design and other project-based courses, students carry out the full process from planning and development to evaluation. This strengthens both problem-solving capabilities and real-world competencies.



FACULTY

Lead the AI Revolution with AI Software Engineering

The Department of AI Software Engineering is designed to transform understanding of cutting-edge AI technologies into practical skills applicable across industries. The program offers opportunities to grow as AI professionals with interdisciplinary thinking across various fields.



Professor Yoo-Joo Choi

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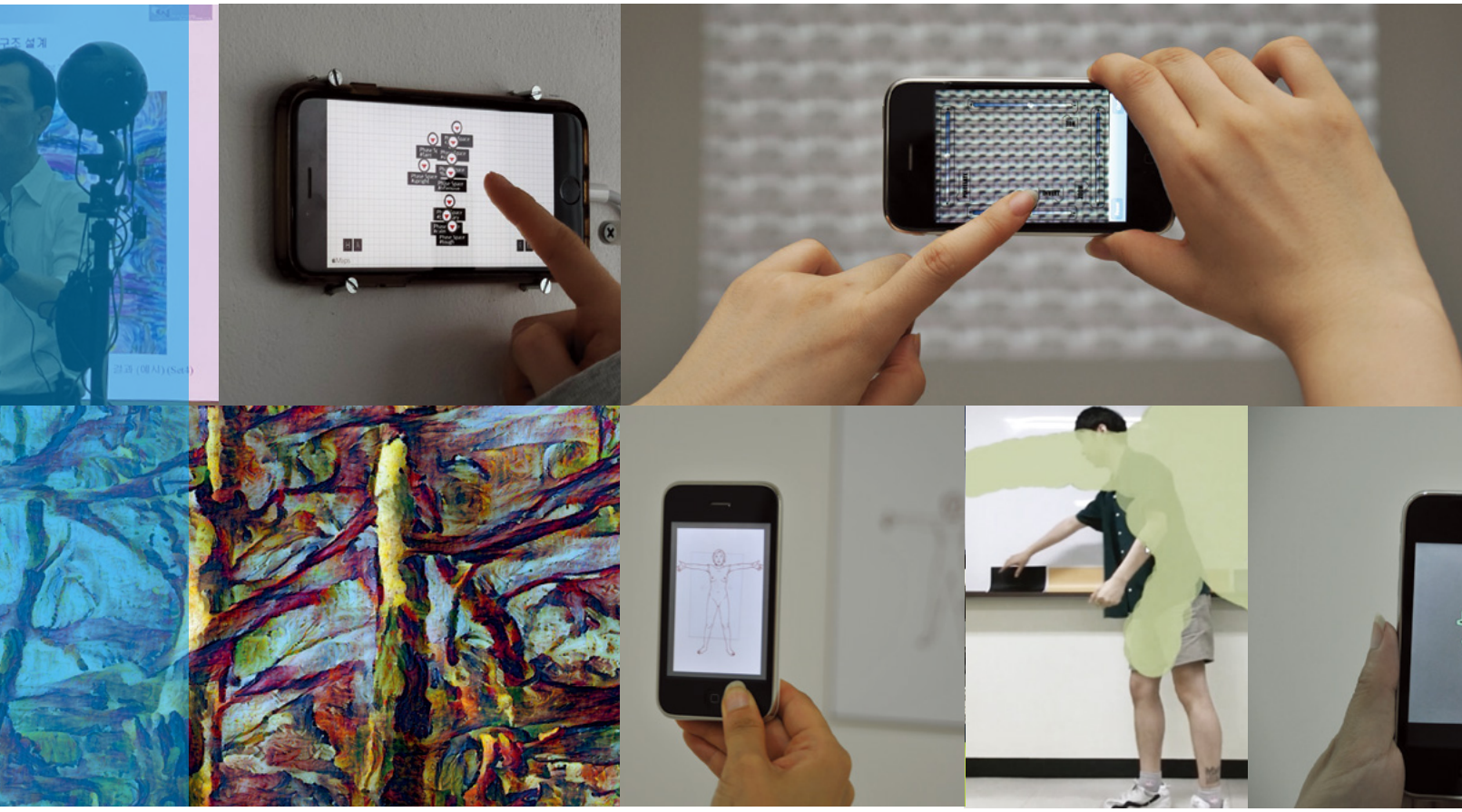


Educational Program Competencies

AI Data Literacy : Builds the foundation to collect, analyze, and process data, understand its structure and quality, and interpret AI outputs.

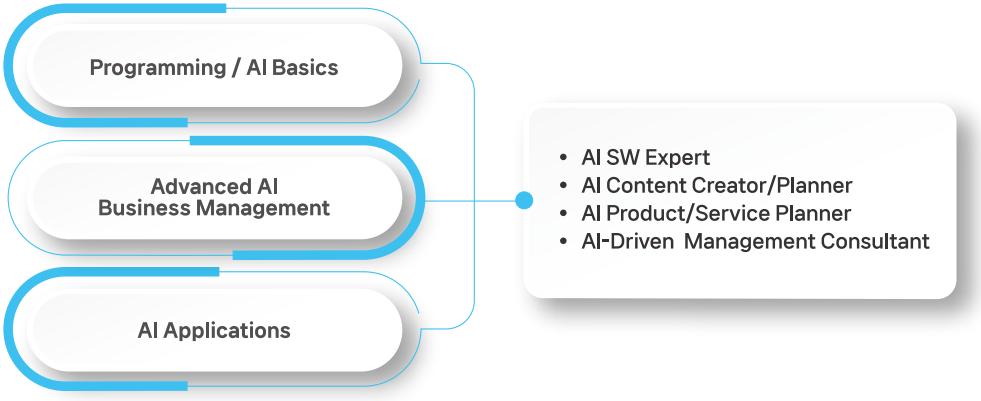
AI Market Analysis & Foresight : Explores industrial applications of AI and analyzes technology, product, and market trends to inform business strategy.

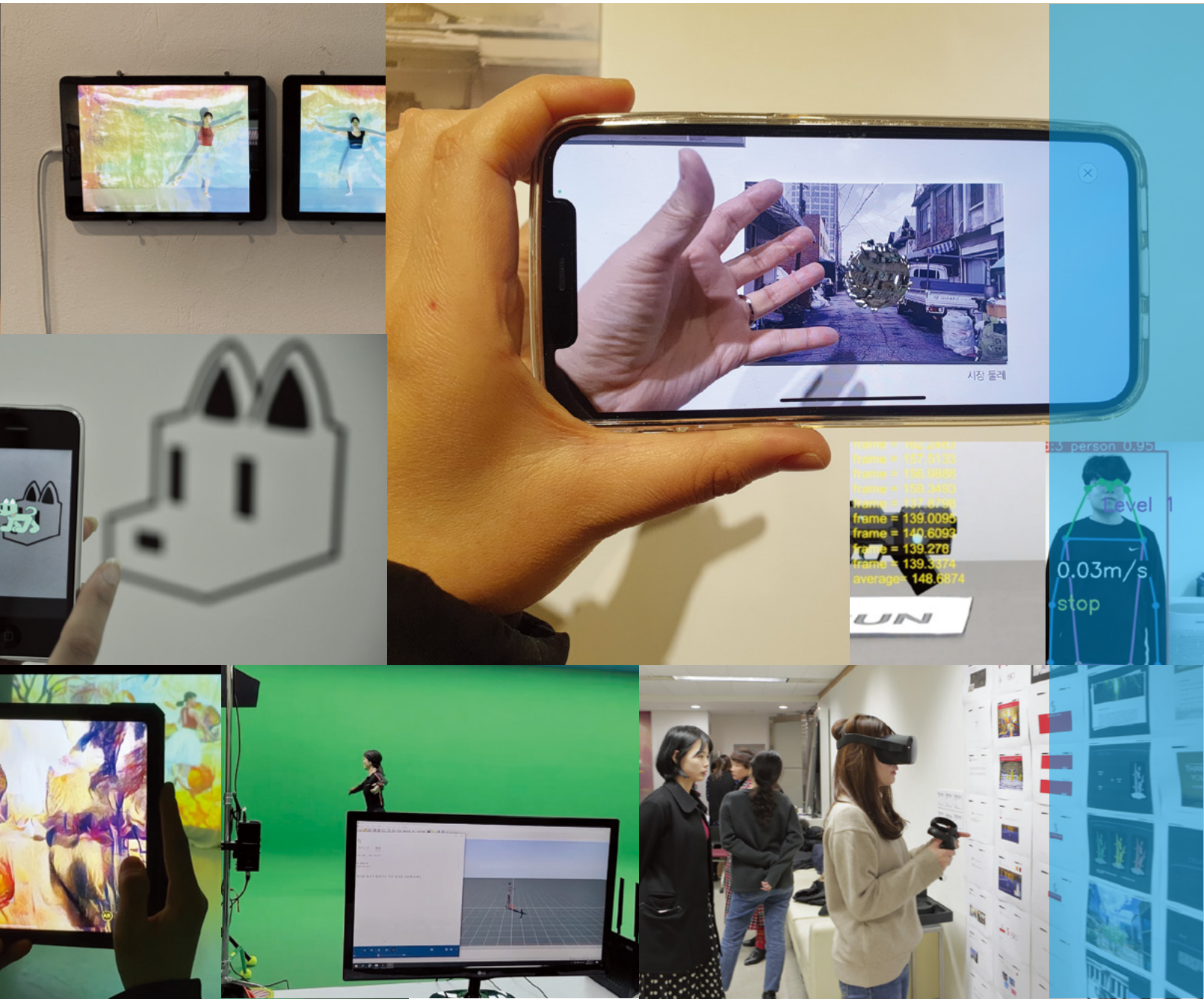
AI Product & Service Planning : Identifies user and field needs to plan viable AI products and services and turn them into problem-solving solutions.

AI Content Creation : Uses generative AI and XR to plan and produce content from text and video to immersive experiences for diverse industries.

AI Software Development : Designs and trains AI models and implements them as working software and services with practical, industry-ready skills.

Expected Career Paths





Program Highlights

Advanced AI-Driven Interdisciplinary Education Framework
The curriculum centers on AI technologies such as 3D computer vision, large language models (LLMs), multimodal AI, generative AI, reinforcement learning, and AI agents. The program offers a well-balanced mix of theory and practice, enabling students to gain technical insights and apply their knowledge through hands-on projects in areas such as data analysis, service design, and content production.

Practice-Oriented Project-Based Learning
From foundational courses to capstone design, the entire curriculum is systematically structured around practical, hands-on projects. Students actively participate in every phase of the development process, from problem definition and planning to implementation and performance evaluation. Through this experience, they acquire field-oriented problem-solving skills and graduate with practical AI competencies that are immediately applicable across various industries.

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