

# <AI Creative> Dual Master's Degree Program

- **Earn Dual Master's Degrees: Master of Science (MS) from Korea & Executive MBA (EMBA) from Switzerland**
- **Empowering Leaders to Drive Sustainable Growth through AI, Business, and Creativity**

The **<AI Creative> Master's Program** is a unique leadership development program designed to cultivate executives and professionals who can generate tangible business outcomes by integrating Artificial Intelligence, Business, and Creativity.

Unlike conventional AI programs that focus primarily on technical skills or software tools, this program emphasizes the practical application of AI-powered strategic thinking, creative insight, and business leadership. Participants will learn how to leverage AI not merely as a technology, but as a catalyst for innovation, sustainable growth, and organizational transformation.

The program is built upon three core pillars:

- **Artificial Intelligence (AI)**
- **Business**
- **Creativity**

These disciplines are integrated into a comprehensive business architecture that enables participants to create, lead, and scale future-ready organizations.

## **Faculty Excellence**

The program is delivered by a distinguished faculty composed of:

- AI business specialists with extensive industry experience
- Top-tier business strategists and management experts
- Creative industry leaders from marketing, branding, advertising, and content innovation sectors

Through this multidisciplinary approach, participants gain practical insights into how AI, Business, and Creativity can be combined to drive organizational performance and competitive advantage.

The program also aims to nurture the next generation of AI entrepreneurs and transformational leaders capable of building and operating innovative ventures in the AI era.

## International Dual Degree Structure

The AI Creative Master's Program is jointly designed by:

- [aSSIST \(Seoul School of Integrated Sciences & Technologies\)](#)
- [SDG Management School Switzerland](#)

Students benefit from the expertise of both Korean and international faculty members, gaining exposure to global business perspectives and best practices.

Upon successful completion of the program, graduates will earn:

- **Master of Science (MS) in Engineering** from aSSIST
- **Executive Master of Business Administration (EMBA)** from SDG Management School

This dual-degree structure significantly expands professional and international career opportunities.

*\*Note1: Founded in 2004, aSSIST University is Korea's first professional graduate school dedicated to business and management education. Through global partnerships with renowned institutions including Aalto University and the University of London, aSSIST delivers industry-focused graduate programs and develops future leaders in AI, business, leadership, and digital innovation.*

*\*Note2: SDG Management School, located in Geneva, Switzerland, is among the world's first business schools to build its EMBA curriculum around the United Nations Sustainable Development Goals (SDGs). The program integrates the proven expertise and real-world practices of leaders recognized for sustainability, environmental stewardship, and responsible governance, translating them into practical management knowledge for future business leaders.*

## Global Learning Experience

The curriculum combines domestic coursework with an international residency component in Switzerland.

In addition to the SDG Management School modules, participants will engage with programs offered by:

- [UNITAR \(United Nations Institute for Training and Research\)](#)

This international experience enables participants to develop global leadership competencies, cross-cultural perspectives, and practical skills necessary for success in an increasingly interconnected world.

## **Program Distinctiveness**

### **1. Integrated Understanding of AI, Business, and Creativity**

Gain deep insights into the fundamental principles and growth architecture of the three critical drivers of future business success.

### **2. Human-Centered Creativity in the AI Era**

Explore uniquely human creative capabilities that complement AI technologies and drive sustainable organizational growth.

### **3. Global Leadership Development**

Develop global leadership capabilities through immersive learning experiences in Switzerland and participation in UNITAR programs.

### **4. Practitioner-Led Learning**

Learn directly from accomplished CEOs, executives, entrepreneurs, and industry experts with proven track records of business success.

### **5. High-Value Professional Network**

Build meaningful relationships with professionals and leaders from diverse industries and functional backgrounds.

## **Ideal Participants**

This program is designed for:

- Leaders and managers seeking to overcome business stagnation and unlock new growth opportunities
- Professionals aiming to build sustainable and scalable business models

- Individuals seeking to develop strategic and structural thinking rather than simply acquiring new knowledge
- Aspiring entrepreneurs looking to launch or scale AI-driven ventures
- Executives seeking advanced global leadership capabilities and international business perspectives

## **Program Information**

- Program Start Date: September 4, 2026 (Friday)
- Program Duration: 12-Month Intensive Program (Three Academic Terms: Two Domestic Terms and One International Residency Term)
- Class Schedule: Friday–Saturday Executive Format  
(Friday: 6:30 PM – 10:20 PM / Saturday: 8:30 AM – 5:20 PM)
- Application Deadline: July 14, 2026 (Tuesday)
- Program Overview: <https://intro.assist.ac.kr/news/articleView.html?idxno=2214>
- Admissions Information: <https://intro.assist.ac.kr/news/articleView.html?idxno=2221>

## **Learning Tracks**

### **• AI Track**

Move beyond the technical application of AI to understand how AI can reshape industries, create new business opportunities, and drive organizational growth.

### **• Business Track**

Develop practical business capabilities through strategic thinking, decision-making frameworks, and performance-driven management approaches that can be immediately applied in professional settings.

### **• Creativity Track**

Explore creativity not as artistic expression, but as a strategic business capability that generates innovation, competitive differentiation, and sustainable growth.

## **Curriculum**

### **• AI Track**

#### **1. AI and Business (1.5 Credits)**

This course explores the fundamental principles of Artificial Intelligence, including Machine Learning, Deep Learning, and Generative AI, from a business leadership perspective. Participants will examine how AI is transforming industries, reshaping value chains, and creating new sources of competitive advantage. Rather than viewing AI as a technological tool, the course positions AI as a strategic growth driver and a catalyst for organizational transformation.

#### **2. AI-fication Strategy (1.5 Credits)**

Organizations today must move beyond AI experimentation toward enterprise-wide transformation. This course provides a comprehensive framework for understanding AI technology stacks—including data, models, infrastructure, and platforms—and translating them into actionable business strategies. Participants will develop AI transformation roadmaps, establish implementation priorities, design performance metrics, and evaluate ROI while addressing practical challenges of large-scale organizational adoption.

#### **3. AI Data Literacy for Decision-Making (1.5 Credits)**

In the age of AI-driven decision-making, leaders must be capable of critically interpreting data and algorithmic outputs. This course equips participants with the ability to assess AI models, understand performance metrics, identify biases and uncertainties, and make responsible decisions in high-stakes environments. Through practical cases, participants will learn when to trust AI, when to challenge it, and how to integrate human judgment with machine intelligence.

#### **4. Designing AI-Driven Organizations (1.5 Credits)**

AI adoption requires more than technological implementation; it demands organizational redesign. This course examines how AI reshapes organizational structures, leadership roles, workflows, and governance systems. Participants will explore data governance, MLOps (Machine Learning Operations), AI ethics, and responsible innovation frameworks while developing strategies to ensure AI initiatives deliver sustainable business value beyond pilot projects and proof-of-concept stages.

### **• Business Track**

#### **5. Problem Solving Method (1.5 Credits)**

Complex business challenges require structured thinking and innovative problem-solving approaches. This course integrates Systems Thinking and Design Thinking to help participants diagnose multifaceted organizational issues, identify root causes, and design effective strategic solutions. Through real-world business cases, participants will develop analytical frameworks that enable both critical reasoning and creative innovation.

## **6. Financial Management (1.5 Credits)**

Effective leaders must understand finance not merely as accounting, but as the language of business performance and strategic growth. This course examines financial statements, cash flow dynamics, investment decisions, and risk management from an executive perspective. Participants will learn how to interpret financial information, anticipate future business scenarios, and make sound strategic decisions that enhance organizational sustainability and shareholder value.

## **7. Growth Leadership (1.5 Credits)**

Growth is not achieved through management alone—it requires entrepreneurial leadership. This course focuses on the mindset, behaviors, and decision-making capabilities necessary to create and scale business opportunities. Participants will explore the full business lifecycle, from opportunity identification and strategy development to execution and commercialization. Emphasis is placed on leadership under uncertainty, organizational agility, and value creation in rapidly changing environments.

### **• Creativity Track**

## **8. Differentiation and Innovation (1.5 Credits)**

The most successful organizations do not merely outperform competitors—they redefine the rules of competition. This course explores how companies can achieve sustainable differentiation through customer insight, AI-powered market intelligence, strategic branding, customer experience (CX) design, and innovation frameworks. Participants will learn how to identify emerging opportunities, create unique value propositions, and shape markets rather than simply compete within them.

## **9. Creative Leadership (1.5 Credits)**

In an era where intangible assets increasingly determine enterprise value, leaders must cultivate the ability to transform ideas into strategic advantage. This course examines leadership at the intersection of design, branding, human experience, and technology. Participants will develop Aesthetic Intelligence, interpretive capability, and strategic foresight to identify new opportunities, drive innovation, and build enduring organizational relevance.

## **10. Creative Intelligence with AI (1.5 Credits)**

While creativity remains a uniquely human capability, AI has become a powerful partner in expanding creative potential. This course explores Human-AI Co-Creation as a new paradigm for innovation. Participants will engage in AI-assisted ideation, strategic design, problem-solving, and innovation execution while developing the capabilities required to lead organizations in the emerging era of collaborative intelligence.

## **11. Integrated R&D and I&D Architecture (1.5 Credits)**

Future-oriented organizations must balance evidence-based innovation with imaginative exploration. This course introduces a comprehensive framework that integrates traditional Research & Development (R&D) with Imagination & Development (I&D). Participants will learn how to design innovation architectures that connect creativity, organizational capability, and business growth. Through case studies and simulation-based learning, they will develop integrated innovation systems capable of generating sustainable competitive advantage and long-term value creation.

## Graduation Credit Requirements

### ▣ aSSIST University

- Foundation & Advanced Major Courses: 16.5 Credits
- Management Book Society (MBS): 1 Credit
- Business Project (BP) / Thesis: 3 Credits

### ▣ SDG Management School

- Management Studies: 1.5 Credits
- Residential Program: 3 Credits

➔ **Minimum Credits Required for Graduation: 25 Credits**

## Early Enrollment Scholarship

Students enrolled by July 14, 2026 (Tuesday), will be considered for a scholarship applicable to the following term.

Scholarship awards are subject to review and final approval by the University's Scholarship Committee.

If you apply and enroll through EUCCK, please indicate "EUCCK" as your referral source on the application form.

## Contact

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