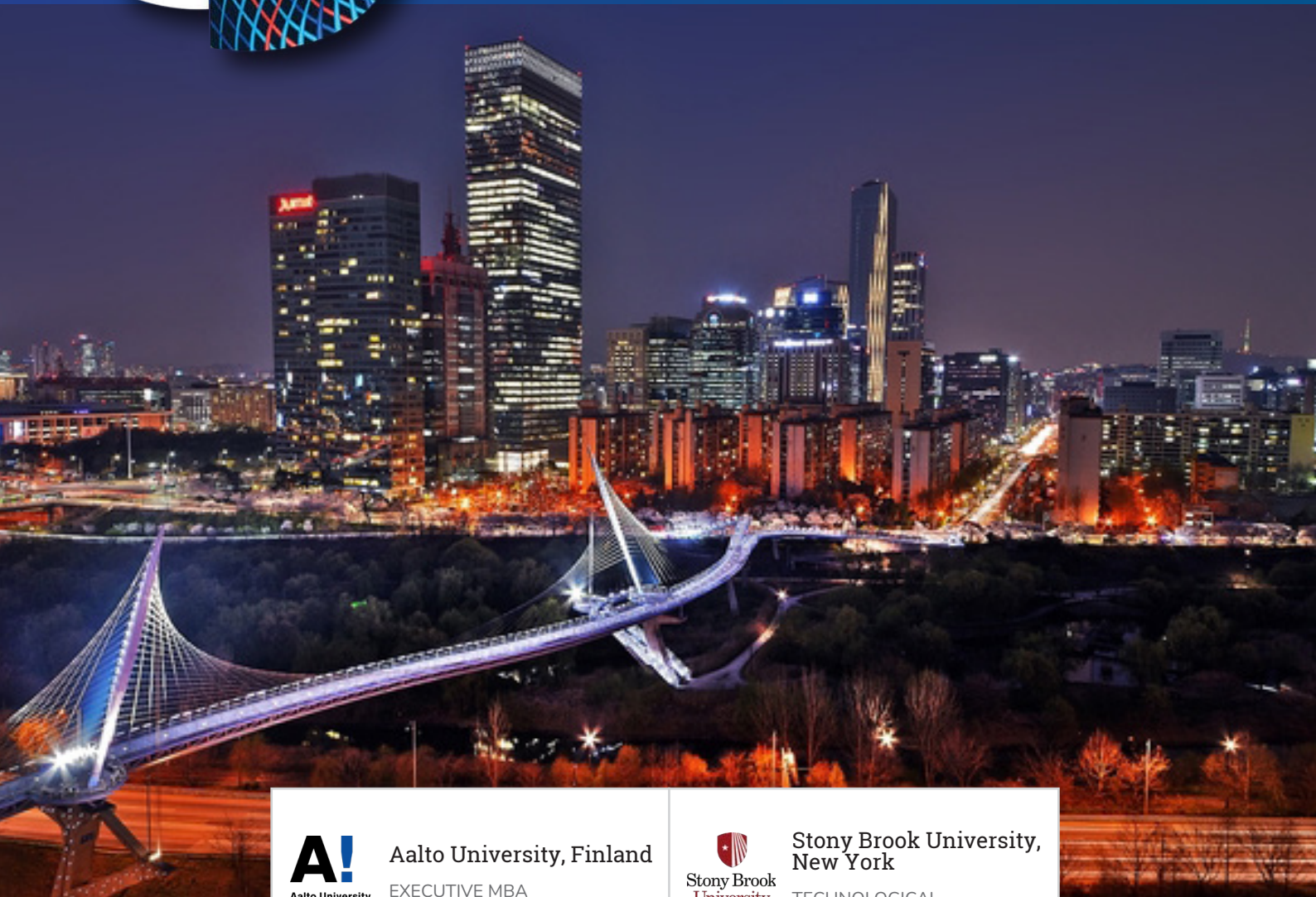


PREPARING FUTURE LEADERS FOR THE NEW REALITIES OF
RUNNING A BUSINESS IN THE AGE OF ARTIFICIAL INTELLIGENCE



SEOUL BUSINESS SCHOOL

aSSIST University



Aalto University

Aalto University, Finland

EXECUTIVE MBA



Stony Brook University,
New York

TECHNOLOGICAL
MANAGEMENT MASTERS
OF SCIENCE



Franklin University,
Switzerland

AI BIG DATA MBA
& DOCTORATE (DBA)



Business School of
Lausanne, Switzerland

DOCTORATE (DBA)

Opportunity Meets Innovation

The founder of Netscape, Marc Andreessen, said in a 2011 column in the Wall Street Journal that “software is eating the world.” As he explained, Amazon, the world’s largest bookstore, is actually a software company and the fastest growing firms like Netflix, Pixar, PayPal and so on are all essentially software companies as well.

Six years later, Jensen Huang, founder of Nvidia, wrote in the MIT Technology Review that “AI is eating software.” He predicted that a new programming paradigm called deep learning would replace the traditional performance and development methodology of software and revolutionize most industries.

As Marc Andreessen and Jensen Huang foresaw, Artificial intelligence (AI) software is increasingly

becoming a part of the everyday lives of people. It has been embedded into the software that consumers and businesses use for just about everything. For example, an entirely new self-driving car industry was enabled by a combination of emerging digital technologies: sensors, cameras, radar and artificial intelligence (AI).

In the future, the gap between companies that take advantage of AI and those that do not will widen. AI expertise will be an essential facet of educating business leaders. For Seoul Business School, that future is now. Our **AI FUTURE** initiative is introducing the AI techniques across our entire curriculum. AI is a big opportunity, and we aim to train students on how the new generation technology companies are doing what they do, and how to apply this understanding to generate outcomes for their companies.

Seoul Business School at aSSIST University offers graduate degrees in partnership with top universities around the globe since 1995. As a world leader in integrating business administration, science and cutting-edge technology, we are well-known as the ‘first mover’ of change in the sector. Our programs deliver a unique blend of management, international and technology concepts and the University specializes in applications of Artificial Intelligence (AI) for powering human enterprise; what we call our **AI FUTURE** focus.

AI IS CHANGING EVERYTHING



RESEARCH IT
DESIGN IT
BUILD IT
TEST IT
REFINE IT
LAUNCH IT

Break Through: Supporting Student Entrepreneurs

Many courses at Seoul Business School integrate entrepreneurship education where successful startup cases are examined and students are encourage to start their own ventures. Students can bring their entrepreneurial ideas to the Startup Center Accelerator where they are developed, tested, connected with angel funding and launched. The Center fosters innovation by providing collaborative co-working spaces, workshops, mentorship, project funding and access to networks.











EMBA graduate, **Sang-ho Choi**, talks with investors at the SLUSH Helsinki World Startup Conference about his new customized pet food service company, 'Allfin', based on AI technology.

Experience a Program Designed for You

Students may tailor their degrees to suit their needs and focus on reaching their ideal careers. Students choose among six different global dual-degree programs and pair them one of Seoul Business School’s three unique technology-focused programs. Next, they choose specializations across marketing, finance, operations, strategic management, and other disciplines. Students conclude their degree experiences by accomplishing an impactful business transformation project that fits their interests and goals.

MAJORS AND PROGRAMS

	Global Leaders English Track MBA		PAGE 17
	AI Big Data MBA		PAGE 18
	AI, Strategic Management MBA		PAGE 19
	Business Administration DOCTORATE (PhD)		PAGE 23



SPECIALIZE YOUR DEGREE

Fast-track your career with skills and experience that take you further, faster. Be an expert. Be versatile. Gain the skills sought by influential corporations around the world.



KNOWLEDGE & INSPIRATION

Great Academics Drive Innovation and Define Tomorrow

Our students benefit from a truly global education that enables them to gain the skills to embark on a borderless career in the fast-paced international business environment. All students at the Seoul Business School have the opportunity to graduate with a degree in Business Administration from aSSIST University together with a second degree from one of our renowned global partner institutions. This ensures that our programs are internationally validated and meet the highest standards of the discipline.



Leading Faculty
Moon, Hwuy Chang
Professor Emeritus at Seoul
National University

In his most recent book, **The Art of Strategy**, Prof. Moon provides a novel and systematic integration of the two dominant frameworks of the East and West: Sun Tzu's military strategy and Michael Porter's business strategy.

Students participate in outstanding teaching led by esteemed researchers, scholars and experts in their fields from around the world. Students engage with this global community of faculty outside the classroom as research advisors, life coaches and mentors. Generally, programs include core business topics combined with courses in a selected specialty area, an applied research project and a short period studying abroad. Students learn these topics in small seminar classes with faculty employing collaborative western-style educational practices that challenge students to plan and think differently and more deeply. We aim not only to transfer knowledge, but to inspire resilient learners who are more imaginative, able to solve complex problems and become more successful in their education and beyond.

TRAVEL BEYOND



A World of Options

In addition to the [Global Leaders MBA](#) program delivered 100% in English, Seoul Business School also offers a portfolio of dual-degrees with the international universities in New York, Finland, Switzerland and Beijing to fit your unique career aspirations. You can complete two graduate degrees simultaneously in English, entirely online and while you work (courses are offered during the weekends), from top business schools around the world. Each program includes the opportunity to travel to and study at the any of our international partners' home campuses. After you complete a dual-degree program, you earn two graduate degrees, one from each school you attended, and you will be an alumni of both universities. Students must meet the degree requirements of both schools.

Dual-degree Programs



Aalto University, Finland
EXECUTIVE MBA

PAGE 20



Stony Brook University,
New York
TECHNOLOGICAL
MANAGEMENT MS

PAGE 21



Franklin University,
Switzerland
AI BIG DATA MBA
& DOCTORATE (DBA)

PAGE 18



Cheung Kong Graduate
School of Business, Beijing
EXECUTIVE MBA CERTIFICATE

PAGE 22



Business School of
Lausanne, Switzerland
DOCTORATE (DBA)

PAGE 24





Minwoo Kim, Founder and CEO of Hadoo Labs: “With many MBA programs, you only get a degree, but at Seoul Business School I gained connections and communication skills and practiced solving problems from different perspectives, which gave me the courage and confidence to start my own business.”

OPPORTUNITY
COMMUNITY
NETWORK
SUCCESS

Where has a graduate degree taken our alumni?...

We believe that exposure to many different cultures gives our graduates an edge as they forge new career paths. During their education at Seoul Business School, students benefit from strong career support and access to a network of senior-level managers that composed our global community of successful alumni. These resources enable students to define and achieve their career goals.

The aSSIST University Career Center

organizes numerous training and recruitment events designed to help students strengthen their profiles and performance during recruitment and interviewing processes. Students receive to personalized coaching and individual interview sessions with alumni and faculty. Through our dual-degree programs, students gain access to the career services and alumni networks of our partner institutions abroad.

...Pretty much anywhere they wanted to go.

These are some of the organizations where Seoul Business School alumni work:



Learn from Anywhere

All courses at the Seoul Business School are delivered in concurrent classrooms, where some students are online and other students are in person in the same class at the same time. This modality enables students to participate in the classroom or remotely whenever necessary.

Courses have always been delivered with this hybrid approach even before the recent Covid-19 global epidemic. aSSIST University's lecture halls are equipped with latest asynchronous virtual classrooms

technologies to support eLearning.

Our virtual classrooms allow students in Korea to join a global ecosystem of courses throughout the world where students and teachers can connect, collaborate and learn from one another. For the dual-degrees with aSSIST University's international partners, these are the real universities; students take the same classes with the same curriculum developed by the same professors who teach courses at their home campuses with same academic quality.



Prof. Hannu Seristö, Associate Vice President, Aalto University: “Aalto develops and executes world-class business education with a European and Aalto University twist, and Seoul Business School has very valuable local Korean understanding and knowledge to put into the program.”

CLASSROOMS WITHOUT BOUNDARIES



Seoul Campus

Our campus is located at the center of Seoul's fast-forward youth culture including the university neighborhoods Ewha, Sinchon and Hongdae. This is one of Seoul's most colorful and energetic areas, filled with fun sights, sounds and night life, not to mention delicious food! The campus is also just minutes away from Seoul's financial district, Yeouido. The best way to experience aSSIST University and to learn about all that we have to offer is to visit our campus. To see our campus or schedule a virtual meeting with a recruiter, visit our website at www.en.assist.ac.kr to use the contact form.



Finland Tower



Gwanghwamun Gate

Explore Korea

Studying at aSSIST in Korea gives students the opportunity to experience one of the world's most forward thinking cities. The symbol of aSSIST University is the southern gate of Gyeongbokgung Palace, Gwanghwamun Gate, built in 1395 under the reign of King Taejo, the first king of the Joseon dynasty. You can see Gyeongbokgung and all of Seoul's historic landmarks using the public transportation system; it is one of the best in the world and the city's buses and subway are easy to figure out. It's also possible to easily and cheaply tour most of Korea via subway, bus and high-speed train.



Sinchon at Night



Yeouido Financial District



aSSIST

Seoul Business School

Global Leaders MBA English

Combining innovation, systems thinking, design principles, digital technologies, and global social responsibility, this new program is challenging conventions and making learning more relevant and transformational. It brings together leading innovative faculty from premier universities around

the world to continuously re-imagine education – to keep it relevant and always looking forward. The program offers a digital Masters that aims to give students a life-changing experience and deliver maximum value especially in the terms of global mobility, responsible leadership, entrepreneurship, creativity, and knowledge of big data, artificial intelligence and digital media.

Curriculum Overview

Core Business Administration Courses

Strategy, leadership, finance, and marketing, with special emphasis on strategy and leadership in a global context.

Design Thinking and Innovation

Social Innovation Management

Global Leadership

Sustainable Development

International Business Project

Franklin University, Switzerland

AI BIG DATA MBA & DOCTORATE (DBA)

This specialization in AI and Big Data is your next step toward understanding the ethical questions and technological potential of the 21st century. It combines the latest trends in conventional business theories with 21st century technologies that are impacting society like big data analytics, machine learning, data mining, deep learning, natural language processing, simulations, automation, robotics, digital communication and automation tools. This program is designed to prepare you for the challenges of management, exposing students to the latest thinking in business across a variety of sectors within an international context. Students will engage with key management disciplines while intertwining AI skills.

The EMBA program provides an excellent core curriculum in strategy, marketing, finance, and leadership, but is differentiated by a focus on digital transformation and technological potential of the 21st century.



Lugano, Switzerland

Founded in 1969, Franklin University Switzerland (FUS) is the only university in the world accredited in both Switzerland and the United States.



Seoul Business School

AI Strategic Management MBA

This MBA specialization focuses on emerging financial techniques and digital technologies that are transcending national borders and formal financial processes, including Bitcoin, Ethereum, Smart Contract, cryptology, EOS and deep learning. It offers a deep understanding of the transformative potential of blockchain, cryptoeconomics, and the token economy from management and social change perspectives. It is for professionals interested in acquiring the expertise needed to be at the forefront of

digital currency innovation in positions such as token economist, chief digital currency officer, crypto strategist, crypto investor and token economy designer. Comprehensive training covers FinTech, cryptocurrencies, blockchain distributed ledger technology, game theory, big data techniques, computer programming, legal and regulatory issues, monetary and financial systems, machine learning for data analytics and opportunities for new business startups.

aSSIST



MoonX forges strategic partnership with Seoul School Business School

Blockchain is the most in-demand technology skill of the modern age and top blockchain-recruiters include IBM, Oracle, JPMorgan Chase, Microsoft, Amazon, and American Express.

Aalto University, Finland

EXECUTIVE MBA

One of Europe's leading business administration programs, the Aalto University EMBA holds the 'Triple Crown' of accreditation granted to only 0.5% of the world's business schools AACSB, AMBA and EQUIS. And, is ranked 42 in the world by the Financial Times Executive Education in 2020. This Executive MBA dual-degree program with Seoul Business School has been offered since 1995 with over 4,000 graduates.

The program strengthens both students' business and leadership skills and their critical and strategic thinking. It boosts the key knowledge and skills relevant for individuals with significant professional work experience to succeed further in senior leadership roles by focusing on the four core business areas of strategy, leadership, finance, and marketing, with special emphasis on strategy and leadership in a global context. Strategy is approached from a variety of perspectives with an emphasis on inventive strategies and novel business models. Leadership covers a range of themes from self-leadership to leading and inspiring others.



ENGLISH



Micronova Nanofabrication Center at Aalto

Students from Seoul Business School visit Aalto University.



Stony Brook University, New York

TECHNOLOGICAL MANAGEMENT MS



ENGLISH

Brooklyn Bridge, New York City

Stony Brook University (SBU) is ranked in the top 1% universities in the world by 45th among all U.S. universities by QS World University Rankings. The Master of Science in Technological Management (MSTM) program includes travel to the New York City to attend a three-week summer study program at Stony Brook's campus. It has been offered as a dual-degree program with the Seoul Business School since 1999 with over 650 graduates.

The MSTM program combines core business practice and competency development with technology management. It aims to provide practical as well as intellectual tools for engineers and technical specialists who are moving into managerial positions, and who need to complement their technical expertise with general business, organizational and strategic management



Student Center at SBU



Launch Event: CKGSB Publishes Book on 10 Top Chinese Companies and How Their Transformation is Changing the Economy

Cheung Kong Graduate School of Business, Beijing

EXECUTIVE MBA CERTIFICATE



Since its establishment in 2002, this EMBA Certificate from Cheung Kong Graduate School of Business (CKGSB) has had over 8,000 graduates; among which 80% are at the vice-president level or above at China's largest private, state-owned and multinational companies.

CKGSB is considered one of the leading business schools in China. Forbes China praised CKGSB as delivering the best return on investment among China-based higher education programs and Economy Chosun, a Korean weekly magazine specializing in economic and business, named CKGSB as one of the world's top business schools.

This program has been offered as a dual-degree with Seoul Business School since 2011. This EMBA Certificate offers a firm

grounding in the fundamentals of global business strategy, theory and practice, while also addressing the cultural aspects of doing business in China. It aims to enhance strategic capabilities and leadership of business professionals with global responsibilities, helping them gain insights into implications of deepening globalization and China's ongoing transformation.

The curriculum is designed to immerse students in the best of eastern and western business knowledge through a mix of coursework, in-the-field-learning, and real-world experience. Students learn from globally renowned professors with insights and experience in economic disruption and innovation and tour companies throughout China.

Seoul Business School

DOCTORATE OF PHILOSOPHY (PhD)
IN BUSINESS ADMINISTRATION

aSSIST

A doctorate degree is a high-level education for those wish to advance in the business world that emphasizes entrepreneurship, business management and scholarship. The PhD in Business Administration program at aSSIST combines research excellence with professional practice and can be completed in tandem with a DBA from **Lausanne Business School (BSL)** or **Franklin University Switzerland (FUS)**. It is a full research program that provides students with the methodological and intellectual (analytical) skills required for executing research for the purpose of creating new knowledge and to help students advance in their chosen careers. Students will develop advanced research skills and be equipped to work in senior level managerial roles. The PhD program is for independent, self-directed working professionals who already have achieved a lot in their business career and need to have new challenges. Students are supported by a team of advisors to develop an original contribution to knowledge written up in a publishable dissertation.



Seoung Lee Cheol
Biz Development Manager at
Amazon Web Services (AWS)

“The Ph.D. Program, opened
a door to the new world, and
it changed my entire life.”

Business School of Lausanne, Switzerland

DOCTORATE OF BUSINESS
ADMINISTRATION (DBA)



Business School of Lausanne (BSL) is a prestigious European business school founded in 1987. It was the first European business school in Europe to receive ACBSP certification in 1996.

Ranked second in the Global DBA Euro Rankings in 2019, BSL was selected as one of the top three business schools in Switzerland in the 2017 QS Global 250 Graduate School of Business Report.

Business School of Lausanne (BSL) has shaped the Doctorate of Business Administration (DBA) program to look beyond the success or innovation of a

specific company. The program provides doctoral candidates with the opportunity to determine, through their studies, how business should be framed in the future,

considering an entire industry and not just a single company.

The program is for those who have extensive business experience and want to advance their research, decision-making, data analysis, communication and

problem solving skills. It has been offered with Seoul Business School since 2018. It is completed in tandem with a PhD in Business Administration.



Add Your Strengths to the Seoul Business School Community



Seoul Business School is your competitive advantage. The program uses a distinctive boutique approach to deliver highly focused preparation in your chosen career specialization. You will be immersed in real-world learning experiences with industry leaders and others in an engaged, collaborative learning community. When you graduate, you will be ready to move your career forward with speed, confidence, and substantial business connections. You will leave with a highly ranked internationally recognized degree and a strong network to rely on during the rest of your career.



Next Step: Connect with Us

Thank you considering Seoul Business School for your MBA or PhD. I specialize in advisory services for international students. I will guide you through the application process and support you throughout your chosen program of study. Please contact me for referrals to relevant contacts inside the University and for advice and support relating to enrollment matters. Wherever you are in the world, you can get in touch with me by text, phone, or by making an online inquiry. You may find more information about our programs at the website below.

Minji Park, PhD
Admissions

Contact:

mjpark3@assist.ac.kr
+tel: +82.02.360.0755

www.en.assist.ac.kr



aSSIST

03767 46, Ewhayeodae 2-gil
Seodaemun-gu, Seoul, Korea
parose@assist.ac.kr
+82.02.360.0755



SEOUL
BUSINESS
SCHOOL
aSSIST University