Sungshin Women's University

Department of Service and Design Engineering

SINCE 성신여자대학교 1936
SUNGSHIN WOMEN'S UNIVERSITY

1. Introduction

Department of Service and Design Engineering, established as the first undergraduate program of its kind in the country, aims to cultivate innovative talents capable of designing and developing groundbreaking products, services, and systems in the future service industry. Leveraging human knowledge intensively, the department focuses on creating high added value in the fields of service and design engineering. Our goal is to foster creative interdisciplinary professionals who can plan and design the emotional and experiential values of services. Graduates of Service and Design Engineering can pursue diverse career paths in specialized areas such as User Experience (UX) design, planning, and analysis, as well as service content and product planning/development, and service technology development and design within the service industry.

2. Educational Objectives

Cultivating experts for the service convergence industry

• Nurturing designers for innovative industries, leading product-service-system design based on creative ideation and implementation abilities.

• Developing interdisciplinary talents equipped with knowledge and capabilities in (1) user-centered design, (2) technology-based engineering, and (3) market-centric business perspectives, essential for innovative service planning and implementation.

• Fostering practical professionals through project-based, industry-oriented education programs closely aligned with corporate needs.

• Creating professionals with international competitiveness through collaborative education with leading overseas institutions and specialized advanced studies in the field.

3. Qualities of Graduates

π-shaped talent

• A global talent leading the expansive future knowledge service industry with a fusion of sensibility and technology based on the expertise of Service and Design Engineering.

Professors

Choi, Min Young

Research Areas	Interaction Design, UX/UI Design, PSS Design
Subjects	Service Design in Business, IoT Service Development, UX Design Practice(UX Design Practice), Business Modeling
Office	Prime Hall 406
Tel	+82(0)2 920 7504
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Kim, Hyun Suk

Research Areas	Product/Service Design, UX/UI, Future Technology Experience Design
Subjects	3D Modeling and Simulation, VR Contents Design, AI Convergence Design, Service Platform Design, (Service Design Engineering, Visualization Methods, Creative Coding)
Office	Prime Hall 402
Tel	+82(0)2 920 7262
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Kang, Hyo Jin

Research Areas	Service Design, Service Engineering, UX Design
Subjects	Product Service System Design, Service Measurement and Evaluation, HCI Methodology and Practice, Topics in Convergence Service Design
Office	Prime Hall 405
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Lee, Hyang Eun

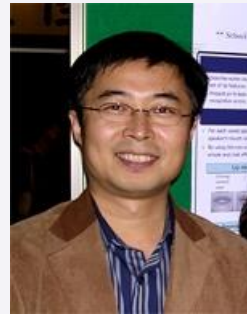|	
Research Areas	Space Service Design, Life Style and Trends, UX Design
Subjects	Service Communication, Life Style and Trends
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Professors

Yoon, Sang Duk

Research Areas	Theoretical Computer Science, Computational Geometry, Geometrical Similarity Measurement
Subjects	Python Programming, C++Programming, IoT Service Development, Big-Data Analysis
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Hong, Ki Hyung

Research Areas	Web Information System, Language Intelligence, User Interface
Subjects	Mathematics for Digital Systems, Data Structures, Databases, Advanced Language Intelligence
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Lee, Yeo Reum

Research Areas	Service Strategy, Health Service Design, Behavior Change Support Systems, HCI, AI-Human Interaction
Subjects	Business Modeling, Capstone Design, Mobile Service Design, Research and Design of Convergence Technology
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Kim, Hwan

Research Areas	VR/AR Interface Design, Multi-modal Interaction, Haptic-based Interaction Design
Subjects	Mobile Service Design, Convergence Capstone Design, Convergence Service Design
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Curriculum

	Service/UX Design Track	ICT Integrated Service Track	Service Planning Track	UX Data Science Track
1 division	- Digital Contents - Web Programming Basics - Python Programming	- Python Programming - C++ Programming		- Web Programming
2 division	- UX Prototyping - Mobile Service Design - Information Architecture and Visualization	- IoT Service Development	- Life Style and Trends - Media Storytelling and Production	- Experimental Design(Psychology) - Mobile Service Design
3 division	- Product Service System Design - Service Measurement and Evaluation	- Big-Data Analysis - Service Platform Design - Service Measurement and Evaluation	- Service Design in Business - Social Service Design	
4 division		- AI Convergence Design - Capstone Design	- Innovative Management - Culture and Behavior Design - Social Service Design - Capstone Design	- Research Methodology(Psychology)
Career and Related Occupations	- UX Design Field - Service/UX Designer - Interaction Designer - Product-Service-System Designer	- Service Data Analysis and system design, UX design field - IoT Service Designer - Big Data Service Designer - AI Service Designer	- Service Business and Service planning field - Business/strategic/product/content planner - Service planning, public relations and advertising manager	

* View All Courses: https://sugang.sungshin.ac.kr/ (Language : English)

Sungshin Women's University

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