



KU–AI Global Developer Executive Program

■Program Overview

The AI Global Developer Executive Program is an advanced professional education program for senior executives.

It is designed to certify high-level decision-making capabilities required in global urban, housing, and industrial complex development environments through an outcome-based assessment framework.

Rather than a lecture-centered course, the program adopts a competency-based education and certification structure, consisting of modular learning, applied assignments, evaluations, feedback, and a capstone project.

Through this structure, participants systematically develop the strategic judgment and execution capabilities required in real-world global development projects.

■Program Characteristics and Educational Direction

The program encompasses a broad range of industries, including architecture, plant, civil engineering, urban development, housing, healthcare, energy, finance, and natural resources.

It is a top-tier executive education program in which AI and smart technologies, together with PPP- and ESG-based global business strategies, are researched and designed through real project-based learning.

In particular, large-scale infrastructure and urban or industrial complex development projects in emerging markets are utilized as living cases.

Participants engage in in-depth analysis and discussion with peer leaders across the entire development lifecycle—planning, investment, development,

and operation—thereby strengthening developer-oriented decision-making capabilities that can be applied immediately in practice.

Grounded in K-Construction, K-Technology, and K-Culture, the program aims to build global collaboration models and to cultivate TOP TIER global developer leadership, working together with participants to lead the global market.

■ Program Objectives

The program aims to cultivate global developer executives equipped with the following competencies:

- The ability to comprehensively understand and interpret global urban, housing, and industrial development structures from a developer's perspective
- The cultivation of global leadership grounded in the integration of culture and management
- Expertise in analyzing urban structure, location, demand and supply, and development cycles in emerging markets
- The ability to formulate development and investment strategies based on economic, financial, and legal frameworks
- The capability to make development decisions using AI- and data-driven approaches
- The ability to design integrated development strategies applicable to global markets

■ Program Highlights

- Outcome-based assessment and certification program
(Competence-based evaluation rather than attendance-based completion)
- Executive-level learning outcomes aligned with top-tier global developer education standards
- Vietnam-focused curriculum specializing in urban and industrial complex development
- Structured pre- and post-module assignments with systematic evaluation

- Comprehensive competency verification through a capstone project
- Official Certificate of Competence issued under the name of the President of Konkuk University
- Membership in the Real Estate Convergence Society and issuance of a Global Developer Certification

■Program Structure

- 1.Global Urban and Industrial Development Environment and the Role of the Developer
- 2.Urban and Location Analysis and Development Value Assessment
- 3.Urban Demand-Supply Market Analysis and Development Cycles
- 4.Legal, Regulatory, and Approval Framework for Urban Development in Vietnam
- 5.Development Finance and Project Structuring for Urban and Industrial Projects
- 6.Feasibility Analysis and Valuation of Development Projects
- 7.Development Portfolio Strategy and Investment Decision-Making
- 8.Capstone Project: Integrated Development Strategy for Urban and Industrial Projects in Vietnam
- 9.Exchange and Team-Based Support Programs for Talent from Developing Countries
- 10.Korea Study Programs and Global Business Joint Team Projects for International Students
- 11.Localization-Oriented Professional Talent Development Programs in Partnership with Overseas Universities
- 12.Global Training Programs on Future Housing and Urban Development Based on K-Culture

■Assessment and Certification

Participants are evaluated based on the following components:

- Module-Based Activity Submissions
- Online Assessment Quizzes

- Capstone Project
- Discussion Forums and Advanced Activities (Optional)

Participants who successfully meet all assessment requirements will be awarded an Official Certificate of Competence issued by the President of Konkuk University, along with a Global Developer Certification issued by the Real Estate Convergence Society.