MSC
DAI–E

MASTER OF
SCIENCE
IN DESIGN
AND AI FOR
ENTERPRISE
(MSC DAI-E)

SUTD
SINGAPORE UNIVERSITY OF
TECHNOLOGY AND DESIGN

The only MSc that combines AI with design thinking methodologies and industry experience throughout the programme.

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DAI-E Studio Project

- Students will tackle a "Design Challenge" by conceptualising, designing and implementing an AI-driven application to deliver solutions aligned with their chosen specialisation.

- One year project, with two full weekdays free of courses for students to work on their studio project.

- Make connections between AI and Design Thinking methodologies.

- Students to spend two days per week working on DAI-E studio project.

Specialisations

Embodied AI

Analytics & AI in Operations

Human-Centred Design

Security and AI

Specialisations

Embodied AI

- Empowers students to design intelligent, interactive systems that learn and act in the physical world. Courses cover reinforcement learning, autonomous systems in real-world environments, and the integration of vision and language for responsive, context-aware behaviour.

Security and AI

- Develops expertise to design AI systems that are secure, private, and trustworthy. Courses cover threat detection, privacy-preserving techniques, and defending against adversarial attacks in machine learning.

Specialisations

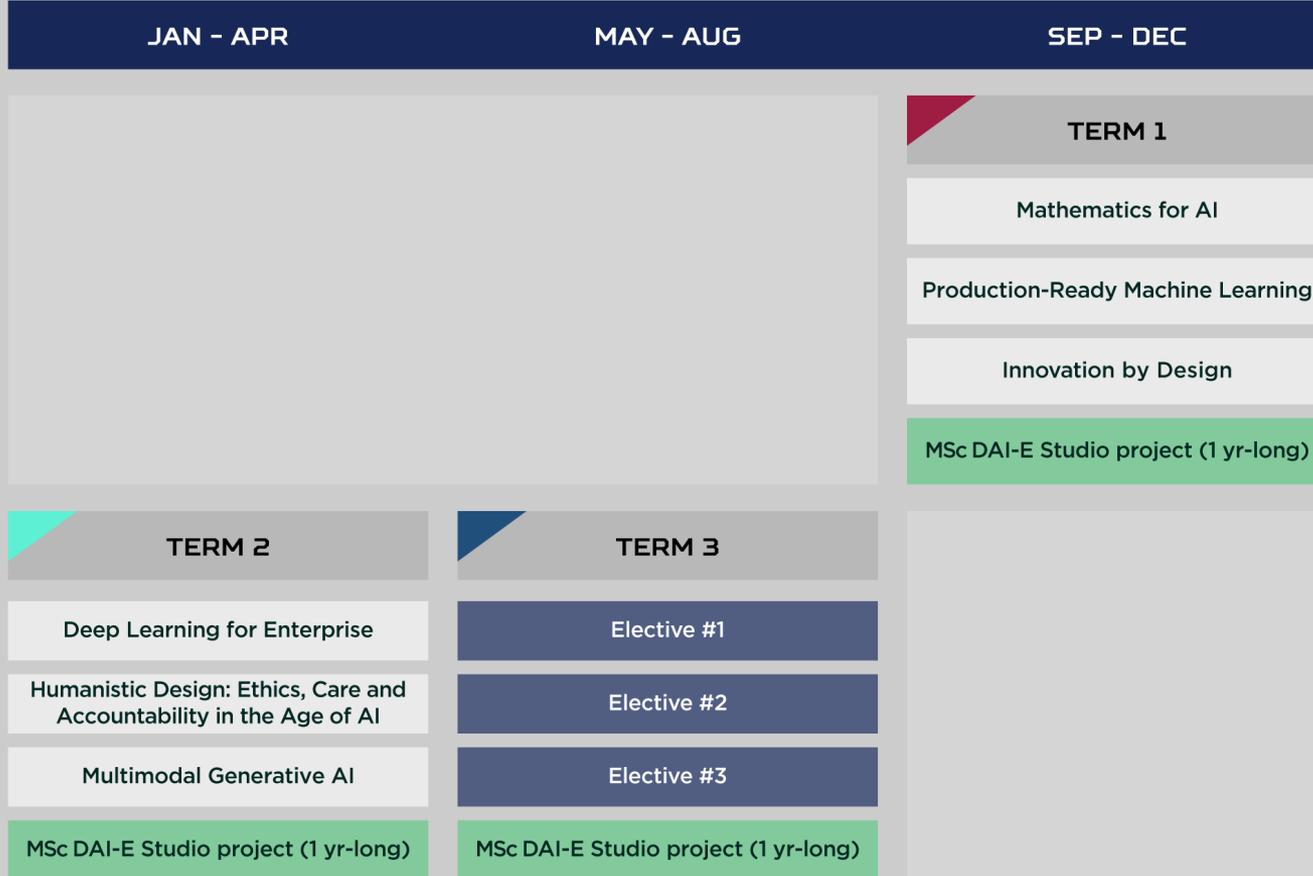### Analytics & AI in Operations

- Fosters knowledge and skills to design intelligent systems and make data-driven decisions using optimisation, digital twin technology, and AI-enhanced operational strategies

Human-Centred Design

- Builds competencies in skills to design meaningful, user-focused solutions by understanding culture, behaviour, and interaction. Courses explore user experience, data visualisation, behavioural insights, and the strategic management of design and technology for impactful, people-centric innovation.

MSC DAI-E PROGRAMME STRUCTURE (FULL-TIME)

JAN – APR	MAY – AUG	SEP – DEC
		TERM 1
		Mathematics for AI
		Production-Ready Machine Learning
		Innovation by Design
		MSc DAI-E Studio project (1 yr-long)
TERM 2	**TERM 3**	
Deep Learning for Enterprise	Elective #1	
Humanistic Design: Ethics, Care and Accountability in the Age of AI	Elective #2	
Multimodal Generative AI	Elective #3	
MSc DAI-E Studio project (1 yr-long)	MSc DAI-E Studio project (1 yr-long)	

- 1-year FT PG
- 6 core courses
- 3 electives
- MDAIE Studio with Industry
- Integrated professional AWS certif.

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MSC DAI-E PROGRAMME STRUCTURE (PART-TIME)

JAN – APR	MAY – AUG	SEP – DEC
		Y1 TERM 1
		Mathematics for AI
		Production-Ready Machine Learning
Y1 TERM 2	**Y1 TERM 3**	**Y2 TERM 1**
Deep Learning for Enterprise	Elective #1	Innovation by Design
Multimodal Generative AI	Elective #2	MSc DAI-E Studio project (1 yr-long)
Y2 TERM 2	**Y2 TERM 3**	
Humanistic Design: Ethics, Care and Accountability in the Age of AI	Elective #3	
MSc DAI-E Studio project (1 yr-long)	MSc DAI-E Studio project (1 yr-long)	

- 2-year PT PG
- 6 core courses
- 3 electives
- MDAIE Studio with Industry
- Integrated professional AWS certif.

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Examples of Problem Statements

1) Embodied AI
E.g. Develop AI-enabled mobile systems that assist seniors in navigating public environments and performing daily tasks safely.

2) Security & AI
E.g. Develop a secure, centralised system to detect and mitigate threats of cyber intrusion in industrial environments.

3) Human Centred Design
E.g. Design a friendly-looking construction robot that can promote user engagement and reduce operation mental stress during emergencies.

4) Analytics & AI in Operations
E.g. Build a digital twin to optimise warehouse layout and routing using real-time operational data and AI-powered analytics.

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DAI-E Studio Project Industry Partners

DAI-E Studio Industry Collaboration

IP ownership through Employees — 1

- Enrol employees in the MDAIE programme

- Organisation owns IP generated by employees.

- Organisation to provide necessary project resources (e.g. consumables, commercial software licenses, etc).

- Employees commit up to 2 days/week to the studio project while remaining active within your organisation

IP ownership through Interns — 2

- Organisations to host MDAIE students who are non-employees as interns

- Organisation owns IP generated by interns

- Organisation to provide necessary project resources (e.g. consumables, commercial software licenses, etc).

- Interns to spend up to two days per week on-site to work on the project.

Relinquish IP ownership — 3

- Organisations not enrolling employees or hosting interns may still propose projects.

- MDAIE students will own the IP

- Industry partner granted user rights for further internal development

- Organisation and SUTD to sign a non-disclosure agreement (NDA) to protect sensitive information.

- Students sign a letter of undertaking to adhere to NDA obligations

- Access to educational software licenses can be arranged where needed.