### **Institute for Digital Technologies, Loughborough University London**

### **拉夫堡大学（伦敦）数字技术学院**

The Institute for Digital Technologies aims to address major technological challenges, with a focus on machine learning and data analytics, immersive and interactive technologies, Internet of Things, cyber security and autonomous systems.

**数字技术学院旨在应对当今主要技术挑战，侧重于机器学习和数据分析、沉浸式和交互式技术、物联网技术、网络安全和自治系统等。**

Our academics share professional expertise in postgraduate teaching and research. The research activities of our academics focus on AI systems for data analytics in sports, intelligent mobility, security and privacy, marketing, finance, human-computer interaction, and other areas, as well as Internet of Things, cyber security, and advanced multimedia applications for 5G systems.

**我们的研究人员会将自己的专业知识体现在研究生的教学和研究中。我们的研究活动专注于人工智能、体育运动数据分析、智能移动（无人驾驶）、数据安全和隐私、数字营销、数字金融、人机交互、物联网、网络安全和5G先进多媒体应用等领域。**

The Institute for Digital Technologies is committed to building strong collaborations with academics, researchers and industrial organisations. Some of these partnerships include British Telecom, BT Sport, PTV Group, Chelsea Football Club, Huawei Technologies and many others.

**数字技术学院致力于与学者、研究人员和行业组织建立牢固的合作关系，我们合作伙伴包括英国电信、BT体育、PTV集团、切尔西足球俱乐部、华为公司等。**

### **Master's degrees**

### **硕士学位课程**

Our Digital Technologies Master's degrees are designed for students who wish to gain knowledge and expertise in the latest advances in digital creative media, digital marketing, digital finance, digital innovation management, cyber security, artificial intelligence and data analytics.

**我们的数字技术有关硕士学位专为希望在数字创意媒体、数字营销、数字金融、数字创新管理、网络安全以及人工智能和数据分析等方面取得最先进知识的学生而设计。**

Each programme incorporates principles and teaching inspired by current research, whilst offering students a chance to partake in development projects and industry-focused work experience opportunities.

**我们的每个硕士专业都提供了根据当前最新研究成果而设计的启发式教学，以促进学生理解原理，同时也为学生提供了参与开发项目和匹配当今行业需求的工作经验的机会。**

* [**Artificial Intelligence and Data Analytics MSc**](https://www.lborolondon.ac.uk/study/masters-degrees/artificial-intelligence-data-analytics/)
* **人工智能与数据分析硕士专业**
* [**Cyber Security and Data Analytics MSc**](https://www.lborolondon.ac.uk/study/masters-degrees/cyber-security-data-analytics/)
* **网络安全与数据分析硕士专业**
* [**Digital Creative Media MSc**](https://www.lborolondon.ac.uk/study/masters-degrees/digital-creative-media/)
* **数字创意媒体硕士专业**
* [**Digital Finance MSc**](https://www.lborolondon.ac.uk/study/masters-degrees/digital-finance/)
* **数字金融硕士专业**
* [**Digital Innovation Management MSc**](https://www.lborolondon.ac.uk/study/masters-degrees/digital-innovation-management/)
* **数字创新管理硕士专业**
* [**Digital Marketing MSc**](https://www.lborolondon.ac.uk/study/masters-degrees/digital-marketing/)
* **数字营销硕士专业**

# Artificial Intelligence and Data Analytics

# 人工智能与数据分析硕士专业

The Artificial Intelligence and Data Analytics MSc programme is aimed at providing students with a comprehensive understanding of data analytics and applied Artificial Intelligence in the digital age and developing their skills to address associated challenges with the use of AI and Data Analytics tools in the most effective way.

**人工智能和数据分析硕士专业旨在为学生提供在当今数字时代下对数据进行分析和应用人工智能的全面理解，并发展他们在该方面的技能,让学生以最有效的方式使用人工智能和数据分析工具应对相关的挑战 。**

The programme will thus deliver state-of-the-art techniques in AI and Data Analytics with a foundation in mathematical principles and computer programming to provide the students with a unique offering.

**该专业将提供一个独特的机会，以数学原理和计算机编程为基础，为学生教授人工智能和数据分析领域的最新技术。**

Through multiple module-specific, hands-on projects students will gradually build capabilities and skills to develop new algorithms and products.

**通过多个针对特定课程的实践项目，学生将逐步建立开发新算法和产品的能力和技巧。**

**Entry requirement**

**入学要求**

This programme is suitable for students who have a minimum 2.2 honours degree (or equivalent international qualification) in a range of disciplines, including digital technologies, engineering, mathematics, science, finance, economics and marketing.

**该专业适合获得2.2荣誉学位（或同等国际资格）及以上的多个学科背景（包括数字技术、工程、数学、科学、金融、经济学和市场营销）的学生。**

Applicants from other disciplines (e.g. business and management, and subjects within the social sciences) who wish to study this programme are also welcome to apply and will be considered on a case by case basis.

**该课程同时欢迎来自其他学科背景（如商业和管理、社会科学学科内其他专业）并希望学习该课程的学生加入。我们对每份申请都将根据个人具体情况进行逐案考虑。**

# Cyber Security and Data Analytics

# 网络安全与数据分析硕士专业

Our Cyber Security and Data Analytics MSc is aimed at providing students with key skills to respond to imminent and emerging cyber-threats faced by today’s digitalised world.

**我们的网络安全和数据分析硕士专业旨在教授学生一系列关键技能，使得学生以从容应对当今数字化世界面临的迫在眉睫的新兴网络威胁。**

We are increasingly surrounded by high tech systems like cloud computing, smart and wearable devices, mobile network technologies, and artificial intelligence, all of which enable us to keep connected and carry out our daily activities with great ease. That's why this programme has been designed to master the use of Data Analytics in Cyber Security.

**我们正日益处于云计算、智能可穿戴设备、移动网络以及人工智能等高科技之包围中，这些技术使我们能够保持日常联系并非常轻松地开展日常活动。这也正是我们将该专业设置为旨在使学生掌握将数据分析用于网络安全保护的能力的原因。**

You will be provided with the principles of deep learning and neural networks for cyber-threat mitigation, advanced encryption methods to protect data privacy and digital forensics to investigate cyber-attacks. The core aim of our cyber security master's degree is to develop the employment skills which are essential to Security Operational Centres, Antivirus Software Companies, Artificial Intelligent Start-ups, e-commerce companies, and governmental organisations.

**您将学习到用于减轻网络威胁的深度学习和人工神经网络原理、用于保护数据隐私的先进加密方法和用于调查网络攻击的数字取证技术。我们的网络安全硕士专业的核心培养目标是发展学生的对安全运营中心、防病毒软件公司、人工智能初创企业、电子商务公司和政府组织等机构必不可少的就业技能。**

You will be given the opportunity to participate in major technology projects within the Institute for Digital Technologies. Optional industrial internship opportunities will also help to bring you up-to-date with the latest knowledge and skills required in the sector. If you are interested in advancing your skills in data analytics based cyber defence to support existing organisations or the building of your own, then this programme is right for you.

**您将有机会参与数字技术研究所的主要科技项目。可选的业界实习机会还将帮助您掌握该行业所需的最新知识和核心技能。如果您有志于提高自身基于数据分析的网络防御的技能，以保护各行业及您所在的机构，那么此专业将非常适合您。**

**Entry requirement**

**入学要求**

A 2:2 honours degree (or equivalent international qualification) in electronics, computing, physics, mathematics or a related discipline.

**具有在电子、计算机、物理、数学或相关学科的2.2荣誉学位（或同等国际资格）。**

# Digital Creative Media

# 数字创意媒体硕士专业

Our Digital Creative Media MSc programme will equip you with the right skill combinations to make an impact in digital creative media.

**我们的数字创意媒体硕士课程将使您具备在数字创意媒体领域产生影响的一系列技能。**

Today, digital technologies are increasingly used for creativity, and will be directly at the heart of all creative media applications and their related industries in the future. Although many creative designs and applications have started to dominate our imaginations, the future is yet to be created.

**今天，越来越多的创意通过数字技术来实现。未来，数字技术将成为所有创意媒体及其相关产业领域的核心。尽管许多创造性的设计和应用已经开始主导我们的想象力，但其未来的发展仍待我们去创造。**

If you have passion for understanding and influencing the interplay between creative media and innovative digital technologies for creating the future of digital media, then you will find our exciting master's in digital media most suited to you.

**如果您热衷于理解创意媒体和数字技术创新之间的相互作用，想影响并创造数字媒体的未来，那么您将会发现我们令人激动的数字创意媒体硕士课程十分的适合您**。

Our MSc Digital Creative Media programme will help you develop your digital and creative skills across many media platforms, applicable to various sectors. Specially crafted topics included in the programme focus on gaming technologies, media production and creative media design and practices, digital application development, digital creative media audiences, markets and industries, all of which are taught by the leading experts in these areas. You will benefit from experiences in 3D creative media and studio environments, which will provide a unique opportunity to engage with advanced research motivated problems in the exciting topics related to digital creative media.

**我们的数字创意媒体硕士课程将帮助您拓展适用于各个领域的许多媒体平台的数字媒体技术和创意技能。该课程中包含了一些由相关领域专家设计并亲自教授的特别设计的主题，主要着眼于游戏技术、媒体制作和创意媒体设计与实践、数字应用开发、数字创意媒体受众、市场和行业等方面。您也将从3D创意媒体和工作室的经验中受益，这将为您提供一个独特的机会去参与数字创意媒体相关的激动人心的最先进的研究。**

This master's programme will include applied examples of pioneering research and offer innovative projects and industrial placement opportunities to bring you up to date with the latest knowledge and skills required in this rapidly changing domain. All of this will provide you with several career pathways in a range of media and creative industries and related sectors.

**为了使您掌握该快速变化领域中所需的最新知识和技能，该硕士课程将包括开拓性研究的应用实例，并提供创新项目和业界实习的机会。这些将帮助您匹配一系列在媒体、创意产业和相关行业中的职业道路。**

**Entry requirement**

**入学要求**

A 2:2 honours degree (or equivalent international qualification).

**2.2荣誉学位（或同等国际资格）**。

# Digital Finance

# 数字金融硕士专业

Our Digital Finance MSc programme is aimed at providing students with a comprehensive understanding of finance in the digital age and developing their skills to address associated challenges with the use of digital technologies in FinTech and related domains in the most effective way.

**我们的数字金融硕士课程旨在为学生提供对数字时代金融的全面理解，并发展他们在该领域的技能，使我们的学生可以通过最有效的方式利用金融科技和相关领域中的数字技术来应对相关的挑战。**

The programme combines finance rationales with complementary digital technologies to provide students with a unique academic experience. Important financial themes, methods and principles are combined with the latest teaching on data analytics, Internet of Things, cloud systems, cyber security, and other emerging digital technologies and trends.

**该课程将财务原理与数字技术进行有机结合，将为学生提供一个独特的学术体验。教学中，我们会将重要的金融主题、方法和原理将与最新的数据分析、物联网、云系统、网络安全以及其他新兴数字技术和趋势相结合**。

Utilising digital finance techniques, students are expected to analyse and evaluate financial problems and respond to challenges confronted by the finance professionals in the digitalised world.

**我们希望学生利用数字金融技术来分析和评估金融问题，并用数字金融技术来应对数字化世界中金融专业人士所面临的挑战**。

Students will use their knowledge of digital technologies in various elements of digital economy to create successful financial strategies incorporating associated cyber security and financial risk management methods.

**我们的学生将可以利用他们所具有的数字技术在数字经济各个要素中的知识，并结合相关的网络安全和财务风险管理方法，以创建成功的财务策略。**

If you're looking for a programme which combines finance with complementary digital technologies then this Digital Finance master's programme is for you. You will be provided with the skills essential to digital finance related sectors, such as banking, accountancy, financial insight generation and managing financial and security risks in the digital world.

**如果您正在寻找将金融与数字技术相结合的课程，那么我们的数字金融硕士课程十分的适合您。在我们的课程中，您将获得与数字金融相关行业必不可少的技能，例如银行业技能、会计技能、财务洞察力的培养以及管理数字世界中的金融和安全风险的技能。**

**Entry requirement**

**入学要求**

An honours degree (2:2 or above) or equivalent overseas qualification.

**荣誉学位（2.2或以上）或同等国际资格。**

# Digital Innovation Management

# 数字创新管理硕士专业

Our MSc Digital Innovation Management is aimed at providing students with a unique opportunity to combine knowledge of digital innovation with management insights and strategies, enabling you to stay ahead of one the fastest evolving trends in the world.

**我们的数字创新管理硕士课程旨在为学生提供一个难得的学习机会，将数字创新知识与管理洞察力和战略相结合，使学生立于世界发展趋势的最前沿。**

You will be equipped with highly sought-after skills of entrepreneurship and digital technologies in setting up and managing technology based or other businesses and enterprises.

**您将会具备在建立和管理基于技术的企业或其他企业方面备受追捧的企业家精神和数字技术技能。**

Through this programme, you will gain advanced knowledge to drive digital innovations and inventions, and effectively generate business and revenue generating ventures. This will include patenting to secure inventions, prototyping to increase market interests and added value, and to decide on licensing, spinning out a company or both. This unique programme combines essential digital technologies knowledge with business insights and strategy skills, also enabling you to increase business efficiency, reduce operational costs, access wider markets and increase revenues.

**通过该课程，您将获得用于推动数字创新和发明的最先进的知识，并具备有效地创造新的商机和创收业务的能力。这将包括获得专利以保护发明、进行原型设计以增加市场利益和附加值、发放许可证、公司拆分等。这个独特的课程将基本的数字技术知识与业务洞察力和战略技能相结合，使您能够提高业务效率，降低运营成本，进入更广阔的市场并增加收入。**

Our MSc Digital Innovation Management programme is not only aimed at individuals looking to enter or manage the Internet services sector, but also for those wishing to generate new digital enterprise opportunities. The programme is designed in such a way that the technological expertise is provided with the latest advancement in digital technologies through research-informed teaching, whilst teaching of entrepreneurship and business is provided through advanced business analysis and topical, related case studies.

**我们的数字创新管理硕士课程不仅针对希望进入或管理互联网服务行业的学生，而且还针对希望创造新型数字企业的学生。该课程设计精心，在技术专家通过研究型教学教授前沿数字技术的同时，通过高级业务分析和相关专题案例研究提供企业家精神培养和业务教学。**

**Entry requirement**

**入学要求**

An honours degree (2:2 or above) or equivalent overseas qualification.

**荣誉学位（2.2或以上）或同等国际资格。**

# Digital Marketing

# 数字营销硕士专业

Our MSc Digital Marketing is aimed at providing students with a comprehensive understanding of digital technologies and principles of digital contemporary marketing practices, which will allow you to address associated challenges in the ever-changing business landscape.

**我们的数字营销硕士课程旨在为学生提供对数字技术和现代数字营销实践原理的全面理解，使学生能够应对瞬息万变的商业环境中的相关挑战。**

We live in a world where people and objects are inter-connected to each other through high speed internet connections. Organisations desire to utilise this nature of connectivity with a growing empowered digitisation to gain competitive advantage in the way their products and services are offered to the consumers and enjoy increased profitability.

**我们生活在人与物都通过高速互联网相互连接的世界中。很多机构希望利用日益增长的连接性与数字化授权，以向消费者提供其产品和服务的方式来获得竞争优势并增加其盈利能力。**

Our Digital Marketing MSc programme offers you to build your knowledge and expertise of digital technologies through learning social media analysis, data processing, information management, gaming, search engine optimisation and artificial intelligence. This master's degree covers various elements of digital marketing practices to help you create successful marketing strategies and to build up on a foundation for strategic marketing management. You will also gain an overarching view of the context in which today’s consumers, businesses and societies operate, including the technological and social challenges faced by individuals operating within the marketing profession.

**我们的数字营销硕士课程让您通过学习社交媒体分析、数据处理、信息管理、游戏、搜索引擎优化和人工智能，来掌握数字技术的专业知识。该硕士课程涵盖数字营销实践的各种要素，以帮助您制定成功的营销策略并为战略营销管理奠定基础。该课程还将使您全面了解当今的消费者、企业和社会的运作环境现状，例如市场营销专业人士所面临的技术和社会挑战。**
Successful candidates will graduate from this Digital Marketing programme with the key knowledge and skills required to enter a variety of roles of digital marketing professionals to fully understand the strategies and techniques of market research and analysis, strategic marketing, consumer engagement, marketing communication, and international marketing.

**该数字营销硕士课程毕业生将具备进入各种数字营销专业人员角色所需的关键知识和技能，并全面理解与市场研究分析、战略营销、消费者参与、营销传播和国际化营销等有关的策略和技术。**

**Entry requirement**

**入学要求**

A 2:2 honours degree (or equivalent international qualification).

**2.2荣誉学位（或同等国际资格）。**