



An introduction to the Institute for Digital Technologies

Dr Erhan Ekmekcioglu
Senior Lecturer



At the Institute for Digital Technologies, we aim to address major challenges facing societies by making use of advanced digital technologies

Our academics possess expertise in

- Market intelligence and e-commerce
- Machine learning and data analytics
- Artificial Intelligence
- Digital finance and financial technologies
- Creative, interactive and immersive media
- Cyber security

We have developed strong collaborations with industrial organisations

- British Telecom, BT Sport, PTV Group, Chelsea Football Club, WPP Ogilvy...



Teaching in IDT

- Enterprise based learning and collaborative working
- Acquire new skills and knowledge through the Collaborative Project
- Theory rich lectures and seminars delivered by inspiring academics
- Guest speakers from leading industrial partners
- Full time and part time teaching can be tailored to suit most work and personal commitments





Research in IDT

IDT offers excellence in research across major application areas, including AI systems in:

- Marketing, sports, intelligent mobility, security and privacy, finance, creative multimedia systems and human-computer interaction

We have various research from

- Engineering and Physical Sciences Research Council, Innovate UK, British Council, Global Challenges Research Fund, various other industrial research funds

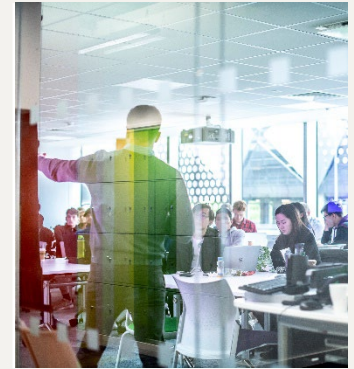




Our programmes

- Artificial Intelligence and Data Analytics MSc
- Cyber Security and Data Analytics MSc
- Digital Creative Media MSc
- Digital Finance MSc
- Digital Innovation Management MSc
- Digital Marketing MSc

- Digital Technologies PhD

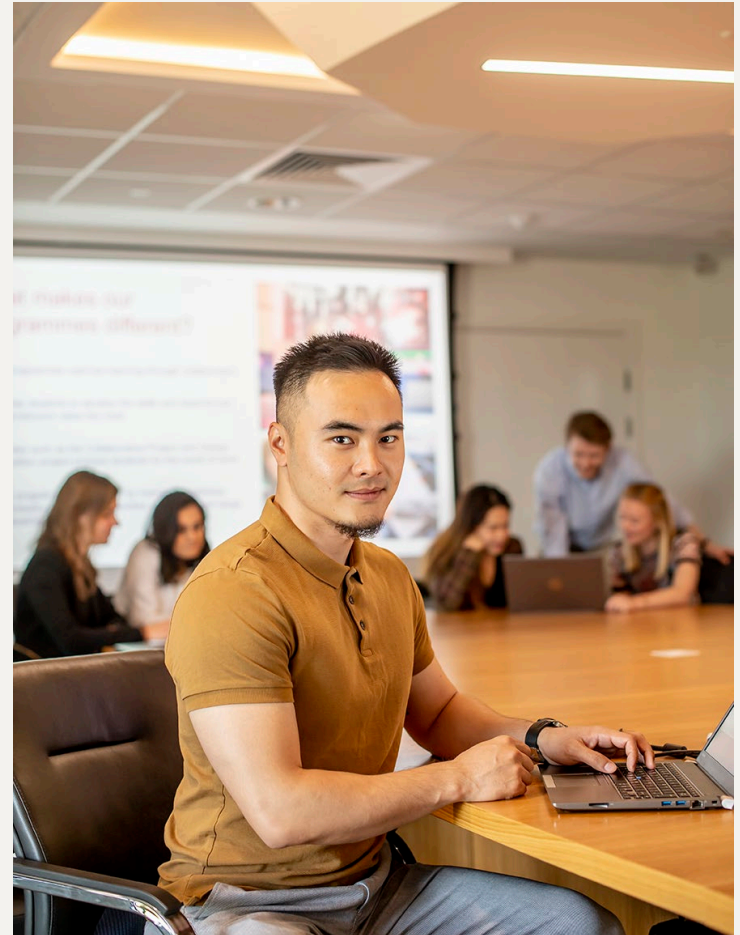




MSc Artificial Intelligence and Data Analytics

Aim – To provide students with

- A comprehensive understanding of Data analytics and applied Artificial Intelligence in the digital age
- Opportunity to develop your skills to address associated challenges with the use of AI and Data Analytics tools
- Deliver state-of-the-art techniques in AI and Data Analytics with a foundation in mathematical principles and computer programming
- Hands-on projects to gradually build capabilities and skills to develop new algorithms and products.





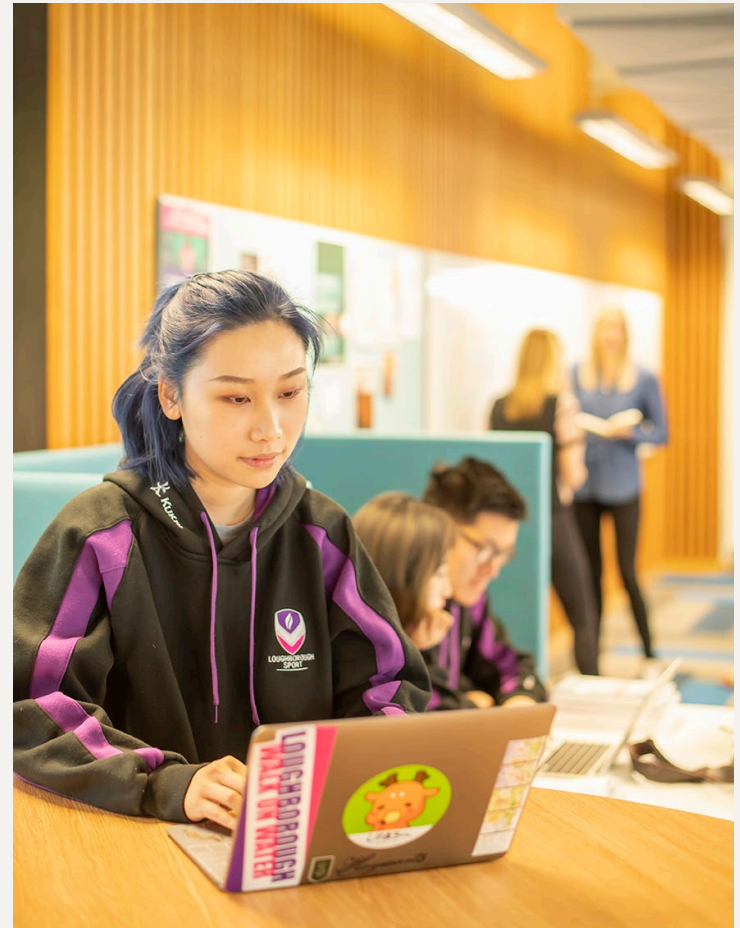
MSc Cyber Security and Data Analytics

Aim – Gain theoretical and practical knowledge of

- Machine learning, neural networks and AI for big data analytics
- Advanced cryptography to protect information security and user privacy
- Digital forensics to investigate cyber-attacks

Career prospects

- Senior roles in a wide range of digital sectors and other businesses that rely on the Internet and cloud technologies
- Including but not limited to finance, communications, marketing, commerce, and government organisations





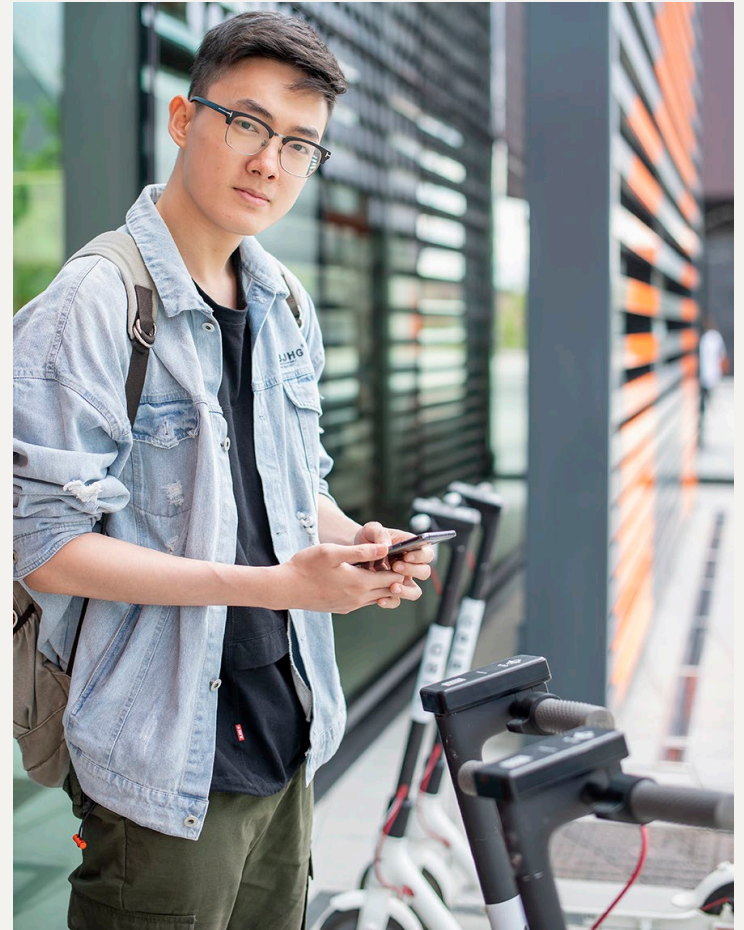
MSc Digital Creative Media

Aim –To gain leading edge digital and creative skills in

- Media application and user experience design
- Gaming technologies
- 3D media environments

Career prospects

- In media and creative industries and related sectors
- Music, TV, film and other media content production, studio management, gaming, broadcasting, digital media and VR/AR applications





MSc Digital Finance **January 2021 start**

Aim –To gain

- A comprehensive understanding of digital finance principles
- Key employment skills in digital financial services, e.g. FinTech & blockchain
- Expertise to create and develop innovative digital financial services using innovative digital technologies

Career prospects

- Job opportunities in digital finance related sectors, such as banking, accountancy, trade and portfolio management, financial insight generation and managing financial and security risks in the digital world





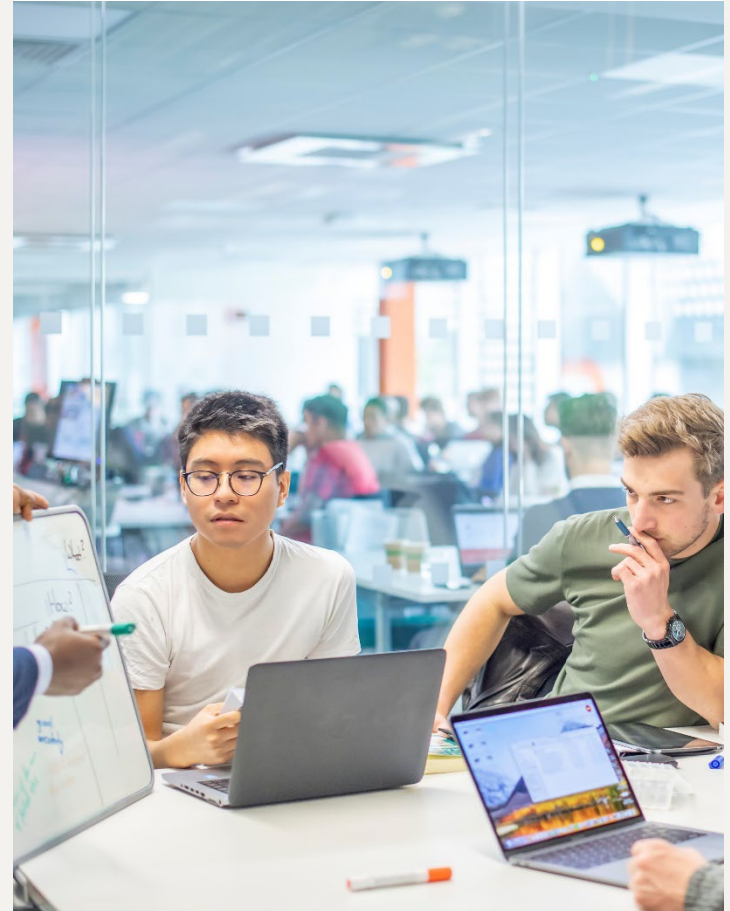
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MSc Digital Innovation Management

Aim –To gain knowledge and expertise in

- Latest advances in digital technologies such as the Internet, Big Data, IoT
- Business insights and strategies
- Entrepreneurship and innovation management

Career prospects

- Develop your own start-ups
- Join large or SMEs, or work at established Internet technology and telecommunication companies, etc.





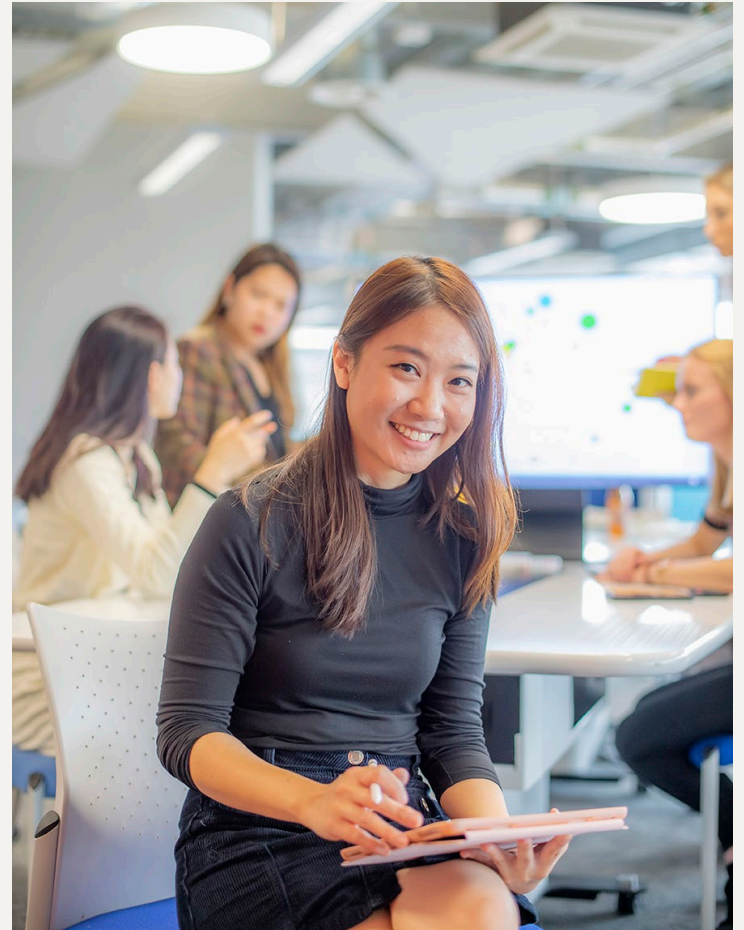
MSc Digital Marketing **January 2021 start**

Aim –To gain comprehensive knowledge and skills in

- Digital marketing and strategic marketing management
- Emerging marketing channels and methods to engage audiences
- Market research and analysis using advanced tools

Career prospects

- Job opportunities in brand management, marketing communications, market research, social or market campaign, social media marketing and digital marketing





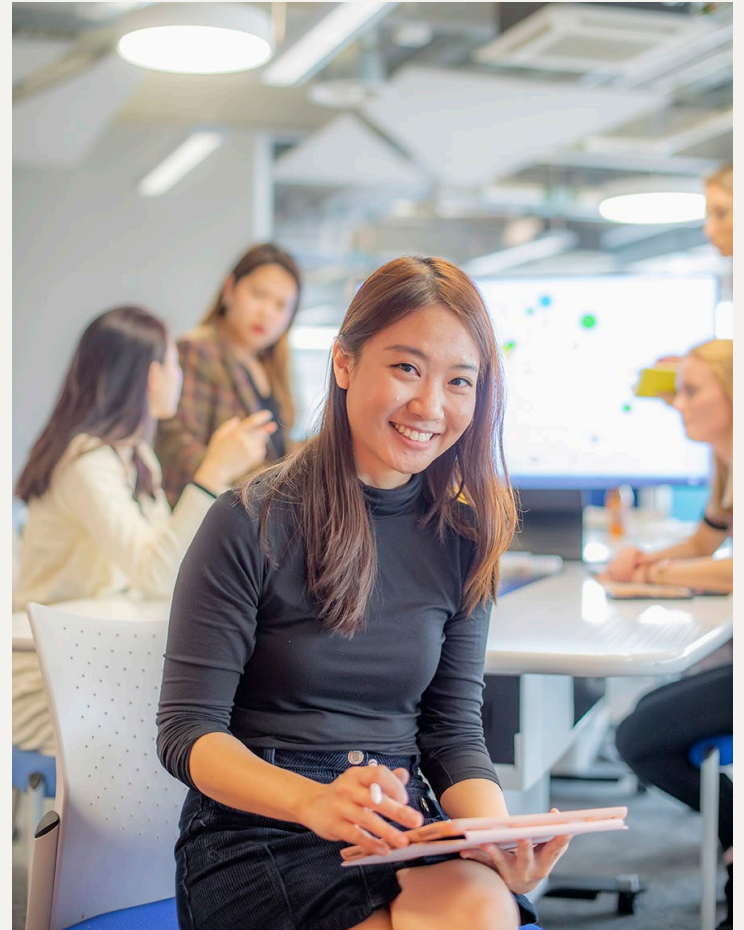
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Research opportunities

- PhD students are provided with unrivalled access to industry partners and participate in ongoing research projects
- Students have access to extensive software and hardware equipment, a dedicated research facility complete with hot desks and lab spaces, kitchen and social area

Project areas

- Advanced interactive multimedia applications
- Intelligent and autonomous mobility applications
- Sports analytics and application of AI in sports
- Trust, Identity, Privacy and Security
- Market intelligence, personalised e-commerce
- Human behaviour analysis and affective human-computer interfaces



Thank you for listening

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