

XJTLU ENTREPRENEUR COLLEGE (TAICANG)

WHY NOW?

In a time of uncertainty, one sure thing is that education is facing enormous global challenges. There is a need to better align universities with business innovation in a fast changing industrial landscape, create the right talents for tomorrow's employers, and create 'SMART' knowledge-driven and informed leadership. The XJTLU Entrepreneur College (Taicang) has taken up that challenge full on, and invites you to be part of its journey.

LIST OF PROGRAMMES AND SCHOOLS

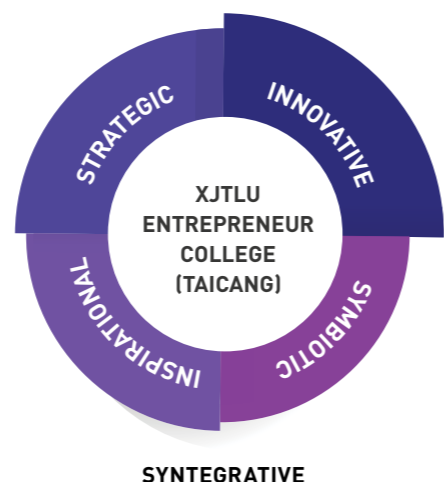
| SCHOOL | PROGRAMME | INDUSTRY PARTNER |
|-------------------------------------|---|------------------|
| AI and Advanced Computing | BEng Data Science and Big Data Technology | Sugon |
| Intelligent Manufacturing Ecosystem | BEng Intelligent Manufacturing Engineering | Haier |
| Intelligent Finance and Business | BSc Intelligent Supply Chain | AMT |
| Robotics | BEng Intelligent Robotics Engineering | Siasun |
| Internet of Things | BEng Internet of Things Engineering | Eolane |
| Cultural Technology | BA Arts, Technology and Entertainment | CCMG |
| CHIPS | BEng Microelectronic Science and Engineering* | SSCCM, SIMIT |

* Subject to UoL approval.

SYNTEGRATIVE EDUCATION

Syntegrative education is an innovative educational model targeted to produce international high-end applied talents with profound disciplinary knowledge and practical industry attainments as well as cross-cultural leadership, management and entrepreneurship skills aiming at competitiveness and employability enhancement.

In Short: Interest-oriented lifelong learning, innovation and entrepreneurial education.



SYNTEGRATIVE

BA

ARTS,

TECHNOLOGY AND

ENTERTAINMENT

XJTLU ENTREPRENEUR COLLEGE (TAICANG)

WHAT IS IT?

XJTLU Entrepreneur College (Taicang) is an exciting unique forward thinking 21st century solution to meeting the education challenges created by the 4th Industrial Revolution. Part of XJTLU, the most successful joint venture institution in China, the philosophy of XJTLU Entrepreneur College (Taicang) is to create unique industry themed schools through equal partnership with well-known and innovative businesses, delivered using the university Syntegrative Education model.

BA ARTS, TECHNOLOGY AND ENTERTAINMENT

Following XJTLU's exciting and innovative Syntegrative Educational Model, this programme is an equal collaboration between the University and its industry partner, China Cultural Media Group, at the [School of Cultural Technology in XJTLU Entrepreneur College \(Taicang\)](#).

Students completing the degree programme will graduate equipped with the skills to pursue a career in the cultural industry, an emerging industry driven by rapid technological advancements.

Not only that, graduates from this unique programme will meet the needs of a wide range of employers both within and outside the industry sector as the educational model's unique focus on entrepreneurship and innovation provides you with the skills and abilities to think like an entrepreneur, providing the foundation for you to go on to become one of the leaders for tomorrow's new industries.

WHY STUDY ARTS, TECHNOLOGY AND ENTERTAINMENT AT XJTLU ENTREPRENEUR COLLEGE (TAICANG)?

- Enjoy creative freedom while gaining an understanding of the key academic theories that will underpin your practical approaches and directions
- Be part of a unique educational experience, preparing you to work in fast paced, rapidly changing, smart technology driven industries
- Study in a creative, project-based environment as you explore the relationship between art and technology
- Learn in state-of-the-art facilities in both XJTLU's new Taicang campus (due to open in 2021) and XJTLU's Suzhou campus with a purpose-built film school
- Learn through practical application, using your knowledge and skills in solving real problems in research and industry settings
- Learn from industry experts as part of the unique industry-themed school's partnerships with leading businesses
- Gain valuable entrepreneur and leadership skills through studying on the unique contemporary entrepreneur modules that are part of the degree, giving you a competitive edge in whatever career path you choose
- Graduate with world class qualifications, including two degrees: an XJTLU degree from the Chinese Ministry of Education and a globally recognised degree from the University of Liverpool, a member of the Russell Group of leading UK universities

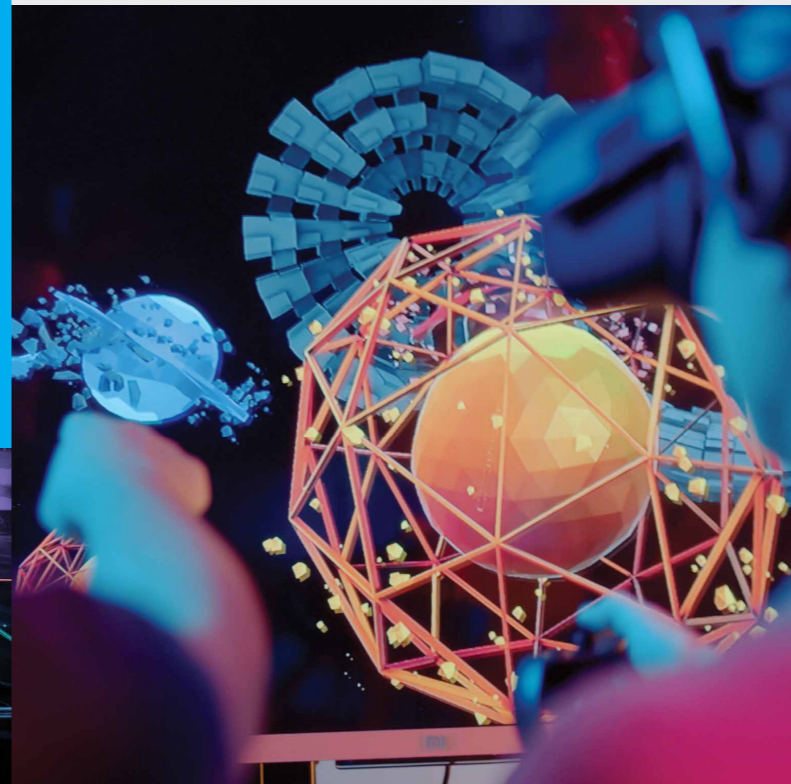
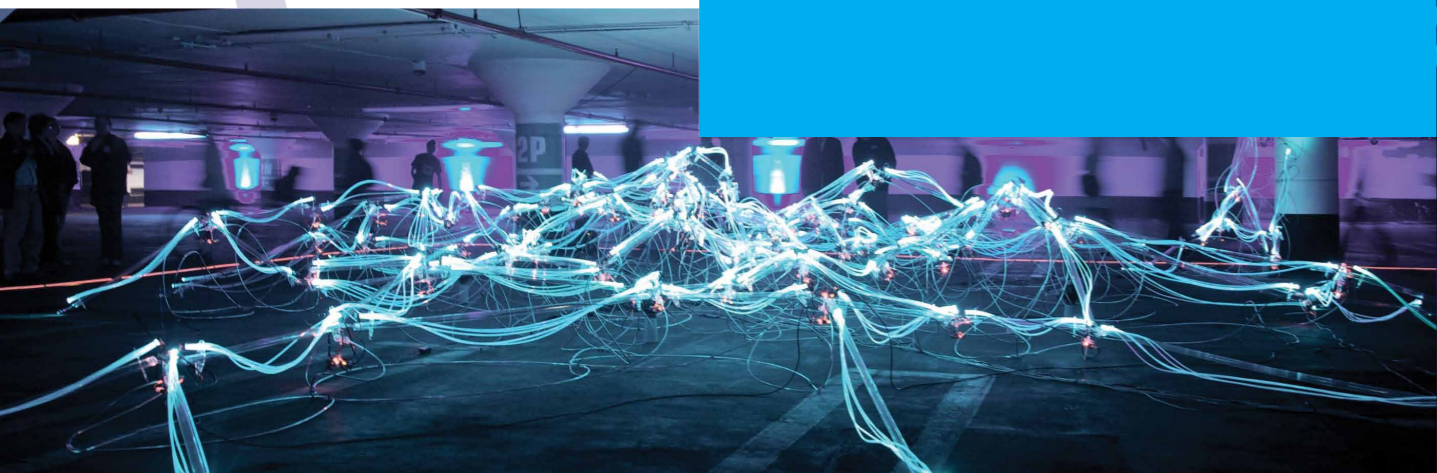
WHAT YOU WILL LEARN

By the time you graduate from the programme, you will have:

- the ability to plan, design, develop, produce and manage content and content strategy in a range of settings, including media companies, art institutions, design agencies, culture and innovation groups
- knowledge and skills in digital application, artistic innovation, space design, interaction design, and aesthetic art literacy
- well-developed understanding of both China's and the global entertainment industry
- high-level research, analytical, communication and creative skills
- achieved a variety of professional artistic accomplishments through individual project exploration and research

CAREERS AND FURTHER STUDY

Graduates from this programme are well-prepared for roles such as creative producer, art director, interactive designer. Graduates may find employment in industries such as art, entertainment and Virtual Reality (VR). This programme also offers a solid foundation for pursuing further studies in the fields of film, games, heritage and simulation.



西浦创业家学院（太仓）

西浦创业家学院（太仓）特征

- 按行业设置学院，强化跨专业教育和行业训练。大学根据未来社会需要，选择了对未来人类发展具有重大影响的若干关键行业，通过与该领域国内外著名企业深度合作，联合创建相关行业学院。
- 创建学习超市，支持终身学习，提供线上线下教育资源和设施，支持和帮助学生及社会各界人士实现人生兴趣的终生追随。
- 打造开放式的创新工厂、研发群落、创业与企业港、企业与社会联盟，帮助支持学生和社会各界人士创意与创新的实现。
- 将通识教育、专业教育、行业教育与管理 and 创业教育融合，增强学生未来社会的适应能力、职业发展的驾驭力和终身学习的能力。
- 在课程模块上将主修专业与辅修专业融合，并在大一至大三期间，嵌入每年200小时的行业训练。学生毕业时，除获得英国利物浦大学和西交利物浦大学的学士学位外，还可额外获得创业创新辅修证书、行业实习实训证书。

行业学院与专业设置

| 行业学院 | 本科专业 | 合作企业 |
|---|---|-----------------|
| 人工智能与先进计算学院 AI and Advanced Computing | 数据科学与大数据技术 BEng Data Science and Big Data Technology | 中科曙光 |
| 智造生态学院 Intelligent Manufacturing Ecosystem | 智能制造工程 BEng Intelligent Manufacturing Engineering | 海尔集团 |
| 产金融合学院 Intelligent Finance and Business | 供应链管理 BSc Intelligent Supply Chain | 上海企源 |
| 智能机器人学院 Robotics | 机器人工程 BEng Intelligent Robotics Engineering | 中科新松 |
| 物联网学院 Internet of Things | 物联网工程 BEng Internet of Things Engineering | 欧朗中国 |
| 文化科技学院 Cultural Technology | 艺术与科技 BA Arts, Technology and Entertainment | 中国文化传媒集团 |
| 芯片学院 CHIPS | 电子科学与技术* BEng Microelectronic Science and Engineering* | 正科芯云， 上海微系统所 |

*以中国教育部和利物浦大学审批结果为准。

融合式教育模式

通过大学与企业、行业和社会的深度合作模式，将通识教育、专业教育、行业教育、创业教育、管理与领导力教育融合起来，培养具有国际视野、能够站在人工智能和机器人的肩膀上驾驭未来新发展的行业精英甚或业界领袖。

- 与企业深度合作，将学习、实习、在岗训练、研究、创业、促进产业发展融合，不仅利于学生提前数年进入职场，而且为学生职业生涯发展搭建了通向未来行业、追随梦想的平台；同时也为合作企业伙伴引领未来新行业提供人才、技术、研发、商业模式和企业孵化的支持。

BA

艺术与科技

西交利物浦大学

西浦创业家学院（太仓）

西浦创业家学院（太仓）以融合和共生为主题，通过融合式教育培养行业精英，并进行面向未来的“教育新模式、大学新概念、未来校园新形态”三大实验，以期为中国和世界未来的高等教育提供西浦方案。

BA 艺术与科技

艺术与科技作为一个具有跨学科特色的专业，综合了影视摄影与制作、数字媒体艺术（特别是虚拟现实VR、增强现实AR、混合现实MR）、媒体与传播等专业最优秀的课程。

本专业由西浦与企业合作伙伴中国文化传媒集团共同开发，通过一系列实践项目和研究课题的嵌入，为学生提供行业基础和技术课程，培养学生电影制作、设计、数字内容创造、动作捕捉、内容开发和项目管理等学科领域的专业技术能力。

此外，本专业还培养学生成为独立自主的从业者和创业家，具备与学院邀请的行业从业者、广播公司、文化公司、金融家以及制片人广泛沟通交流的能力。

为什么选择西浦创业家学院（太仓） 艺术与科技专业：

- 体验创新型融合式教育模式，为你在飞速发展、复杂变化、智能技术驱动的未来世界和行业中成为职业高手做好准备
- 在以行业为主题、与国内外知名企业共建的学院中，享有同时向专业学者和行业专家学习的机会
- 通过注重实践和应用的教学模式，培养你在研发和真实行业环境中解决实际问题的知识和技能
- 获得业界专家的指导与训练，学习专业领域的经典理论，充分发挥创意与想象力
- 在一种崇尚创意、以项目为主的学习大环境中探索艺术与科技的融合
- 专业设置中嵌入创新创业辅修模块，额外获得领导力提升和创新创业训练
- 享受位于西浦苏州校园的世界顶尖影视学院教学设施及按照未来大学理念打造的西浦太仓新校园（预计2021年投入使用）
- 毕业生可获得中国教育部认可的西交利物浦大学学位和国际认可的利物浦大学学位

知识与技能

通过艺术与科技专业的学习，毕业生将具备以下知识和技能：

- 在传媒公司、艺术机构、设计公司、文化创新公司担任策划、设计、开发、制作及管理等方面工作所需的能力
- 数字应用能力、艺术创新能力、空间设计能力、交互设计能力、美学艺术素养
- 对中国和全球文化娱乐产业较为深入的理解
- 研究、分析、沟通和创意能力
- 通过一系列的项目探索和研究，提升专业艺术修养

升学与就业

本专业毕业生具备从事创意制作、艺术总监、交互设计等相关工作岗位的能力，能够在艺术、文娱、VR等相关产业就业，或继续深造。

毕业生也可以本科阶段学习为基础，继续到海内外顶尖大学攻读创意文化产业领域的硕士学位。

