



Programme Specification

Data Science and Artificial Intelligence {Top-Up} [Greenwich]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Data Science and Artificial Intelligence {Top-Up} [Greenwich]

Highest award: BSc (Hons) Data Science and Artificial Intelligence

Interim award: BSc Data Science and Artificial Intelligence

Awarding institution: UWE Bristol

Affiliated institutions: Greenwich University (Pakistan)

Teaching institutions: Greenwich University (Pakistan)

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

School responsible for the programme: CATE School of Computing and Creative Technologies, College of Arts, Technology and Environment

Professional, statutory or regulatory bodies: Not applicable

Modes of delivery: Full-time

Entry requirements: For current entry requirements, see the UWE public website.

For implementation from: 01 September 2026

Programme code: INV113

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: This award is designed to enable flexible entry to students who have successfully completed prior studies at FHEQ Level 5 of a UK HND or equivalent (e.g Higher Diploma or Associate Degree) in an area of Computing, Information Technology or Information Systems. The core modules provide theoretical as well as practical experience of Data Science and Artificial Intelligence that builds on this prior knowledge. This programme will enable students to acquire the relevant competences and knowledge necessary to contribute effectively to the deployment of data science and artificial intelligence solutions in changing technological, business, and social environments.

Features of the programme: The BSc (Hons) Data Science and Artificial Intelligence programme aims to:

Provide students with comprehensive theoretical grounding and hands-on practical experience in data analytics, business intelligence, machine learning and related domains, building on existing computing or data science foundational knowledge.

Develop competent professionals able to deliver impactful data analytics and AI solutions across technical, business and social settings, with central emphasis on ethical frameworks and responsible technological practice.

Deliver structured exposure to cutting-edge emerging technologies, covering AI integration and practical application within data analytics and intelligence to reflect contemporary practice.

Foster graduates who can confidently apply analytical thinking, problem-solving and teamwork proficiencies to thrive in data and AI-focused careers spanning a broad spectrum of industries.

Educational Aims: The BSc (Hons) Data Science & Artificial Intelligence programme aims to:

Provide students with comprehensive knowledge and practical experience in data science and artificial intelligence, building upon prior computing or information

technology studies.

Develop professionals capable of deploying effective data science and AI solutions across diverse technological, business, and social environments, with strong emphasis on ethical and responsible practice.

Foster technical competency in statistical inference, machine learning, and data analytics while developing critical awareness of professional, legal, and ethical implications.

Cultivate strong analytical, problem-solving, and communication skills essential for successful careers in data science and AI.

Prepare graduates to adapt to and lead in the rapidly evolving field of data science and artificial intelligence while maintaining high professional standards.

Programme Learning Outcomes:

On successful completion of this programme graduates will achieve the following learning outcomes.

Programme Learning Outcomes

- PO1. Apply fundamental principles and technical skills in areas such as statistical inference, machine learning, text and data analytics, to develop descriptive, predictive and prescriptive models and analyses.
- PO2. Evaluate and select appropriate tools, platforms, and methodologies to design and deploy robust AI or data solutions, considering technical capabilities, limitations, and alignment with real-world contexts.
- PO3. Apply systematic practices and industry standards to design, develop, test, and document robust data science and/or AI solutions.
- PO4. Analyse, interpret, and visualise complex datasets using appropriate tools and techniques to uncover insights and effectively communicate findings to both technical and non-technical audiences.
- PO5. Collaborate effectively, demonstrating strong interpersonal, communication, and leadership skills, to manage data science projects successfully from initiation to completion.

- PO6. Critically evaluate ethical, professional, and societal implications of data science and AI applications and demonstrate commitment to responsible technology practices.
- PO7. Engage in continuous learning and professional development to stay current with the rapidly evolving fields of data science and artificial intelligence.

Assessment strategy: The programme implements a comprehensive assessment strategy that aligns with learning outcomes and professional requirements:

A. Diverse Assessment Methods:

Technical implementations and practical demonstrations
Written reports and documentation
Project presentations and demonstrations
Individual and group assignments
Research-based assessments

B. Professional Practice Assessment:

Evaluation of technical competencies
Assessment of professional skills and communication
Project management capabilities
Ethical consideration and responsible practice

C. Progressive Development:

Regular formative feedback throughout modules
Balanced distribution of assessments across the academic year
Integration of theoretical knowledge with practical applications
Focus on both individual and collaborative achievements

D. Industry Alignment:

Assessment tasks reflecting real-world scenarios

Emphasis on production-ready solutions

Evaluation of professional documentation and communication

Integration of current industry practices and standards

E. Quality Assurance:

Clear assessment criteria and learning outcomes

Regular review and updating of assessment methods

External examiner oversight

Alignment with university assessment regulations

This assessment strategy ensures graduates demonstrate both technical proficiency and professional capabilities required for successful careers in data science and artificial intelligence.

Student support: Greenwich University provides student support across academic guidance, wellbeing, library resources, careers and employability, financial assistance and general campus facilities.

Academic support is provided through teaching departments, classroom-based provision, computer laboratories, internet access and curriculum-related learning resources. The Student Affairs and Career Services office also supports students with personal, academic and career-related concerns through counselling and guidance.

Student support for overarching academic and professional concerns, is provided by Programme Leaders, all issues relating to the content, delivery and assessment of modules is provided by Module Leaders.

The Personal Tutor, is an academic member of staff who will have access to information on the performance and profile of the student, allowing them to effectively support students' personal and academic development. This embedded relational approach to student support enables wellbeing to be addressed through the curriculum, and students direct academic personal support at the individual and group level.

Wellbeing support includes psychological counselling services, which are described by the university as being provided in a safe, confidential and supportive environment. The Student Affairs and Career Services office also provides timely, accessible and personalised counselling support for students, covering personal, financial, and wellbeing matters including assessment arrangements, personal circumstances, and deadline extensions.

Library support is a strong area of provision. The university library supports the curriculum and provides access to books, e-books, research journals, the HEC Digital Library, an online catalogue and a Book Bank for students who may not be able to afford expensive textbooks. Greenwich University students will also have access to a range of UWE library resources.

Digital and study facilities include computer laboratories, LAN and Wi-Fi networking, internet access, software, printers, scanners and multimedia equipment.

At Greenwich University, careers support is provided through the Student Affairs and Career Services office. Students receive guidance on CV writing, interview preparation, and career planning, with links to Karachi-based employers across banking, FMCG, consulting, and logistics sectors.

At Greenwich University, support for students with disabilities or specific learning requirements is coordinated through the Student Affairs team, who work with academic staff to put reasonable adjustments in place. The university's policies include disability within anti-discrimination and harassment protections.

Greenwich University operates a course representative system at programme level. Student representatives participate in regular Student-Staff Liaison meetings each semester, the outcomes of which feed into both Greenwich University's internal quality processes and UWE Bristol's partnership oversight. In addition, the Reach Out Portal enables student feedback and concerns to be captured.

Part B: Programme Structure

Year 1

Year 1 Compulsory Modules

Module Code	Module Title	Credit
UFCE3P-30-3	Essentials and Applications of Artificial Intelligence 2026-27	30
UFCE3R-30-3	Big Data Analytics 2026-27	30
UFCEEV-30-3	Professional and Academic Skills 2026-27	30
UFCEKP-30-3	Data Science and AI Individual Project 2026-27	30

Part C: Higher Education Achievement Record (HEAR) Synopsis

This programme provides graduates with the essential skills and technical knowledge needed in the industry to develop, implement, and manage data science and AI solutions across various business environments and application areas.

It trains technically proficient professionals who can systematically analyse problems, critically evaluate options, and deliver effective data science solutions in a dynamic business landscape.

Through a practical, hands-on approach, students gain expertise in data-informed decision-making while tackling contemporary challenges through ethical data

science practices. The programme also promotes continuous professional development, highlighting the key knowledge, skills, and ethical standards that are vital for successful practice in data science.

Part D: External Reference Points and Benchmarks

The QAA Computing Subject Benchmark Statement

The latest QAA Subject Benchmark Statements for Computing in March 2022. While the programme does not fall squarely under the Computing benchmark statements, they each provide a reference point for this proposal. The design team has considered them in drawing up the structure of the programme, and is of the view that the programme closely adheres to their standards as regards curriculum, teaching and learning.

<https://www.qaa.ac.uk/t...rk-statements/computing>

In designing this programme we have also made reference to the SEEC credit level descriptors for HE, 2016, and the QAA FHEQ descriptors, 2024, to ensure that module and programme learning outcomes are expressed in a way that is appropriate to their level.

<http://www.seec.org.uk/...EC-descriptors-2016.pdf>

<https://www.qaa.ac.uk/d...warding-bodies-2024.pdf>

The UWE Enhancement Framework has helped to frame our thinking in terms of the context in which the students will learn, as has UWE 2030 strategy document.

Part E: Regulations

Approved to University Regulations and Procedures