



# Programme Handbook

## BSc (Hons) Data Science and Artificial Intelligence

2024/2025

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## **Sources of Additional Information**

### **The Canvas Online Learning Environment**

Information and learning materials for your modules will be provided on the Canvas Learning Management System. Please check the announcements regularly and any other communication methods used for your programme. Canvas will form an important part of your learning experience. Please let your Module Leader know if you encounter any problems accessing this material.

### **Student Handbook**

The Student Handbook contains essential information to support your success and the enjoyment of your study at British University Vietnam. Therefore, it is highly recommended that you read this handbook carefully. If there is any unclear information, kindly reach out to our university staff for clarification. Student Handbook is available for access on your Canvas Learning Environment, under tab Student Resources.

### **Module Handbooks**

Your programme is comprised of several individual modules, each with its own detailed information provided in a separate module handbook. All module handbooks are available for you to access via the Canvas Learning Environment, under the **Student Resources** tab.

### **Student Support**

For general information relating to support services, kindly contact our Student Information Office at:

Email: [studentservice@buv.edu.vn](mailto:studentservice@buv.edu.vn)

Hotline: 0936 376 136

## Welcome

### An Introduction to British University Vietnam

We are proud to announce that our university is the first British university to be established in Vietnam, and the only university anywhere in the world to offer the British Ambassador's Scholarship. In August 2022, BUV was officially announced as the first university in Vietnam to be awarded a **5-star Excellent University** rating from the internationally acknowledged QS organisation. Specifically, the University was awarded 5 stars on the following criteria: **Teaching, Employability, Academic Development, Facilities, Social Responsibilities, and Inclusiveness.**

As an undergraduate student at British University Vietnam (BUV), you have access to all benefits a recognised British University's degree can offer, along with a unique and 100% British learning experience, without having to leave your home country. The quality of your courses, the standard of academic excellence, together with the teaching and learning style are on the same level as other courses in any British university.

Your undergraduate degree will be awarded by University of Stirling, one of our institutional partners in the UK. University of Stirling has been working closely with the academic staff at British University Vietnam to ensure that your learning experience and the overall quality of your graduate degree are identical to those of students who are studying in the UK. It means you will not only study the entire course in English, but also learn to develop your own independent skills in writing argumentative essays, delivering persuasive presentations, collaborating in teams and contributing in group discussion. You will be required to manage your time effectively, while continuing to be an active learner and constantly contribute to your own personal development.

### An Introduction to University of Stirling

The University of Stirling is located in central Scotland, with over 120 different nationalities represented amongst its 14,000 students. Stirling was founded in 1967 and its campus is set in an 18th century castle estate on the shores of a loch, surrounded by beautiful hills.

The University of Stirling continues to have several unique factors outside of its location. It is a pioneer of a two-semester structure and modular degrees, allowing great flexibility in start times and changes in study. Degrees are also made up of credits earned from modules, which means that students can effectively change their subject as/or if their interests change.

More than 95% of all undergraduates were in employment or further study fifteen months after graduation (Graduate Outcomes Survey 2020, HESA) and it was Stirling students who named the University first in Scotland for having good teachers, quality lecturers and performance feedback (International Student Barometer 2016).



### A message from the Dean

Welcome to British University Vietnam (BUV), partnering with University of Stirling to deliver and award your degree. At BUV we are really proud that our world-class programmes have a global reach, and we are proud to work in partnership with University of Stirling. As we say, a BUV degree is a British Degree!

At BUV we are committed to ensuring that our programmes are relevant and contemporary; and that our staff are highly qualified, internationally educated, experts in their fields. We are confident that you will have an excellent experience studying with us and will be advocates of BUV's mission and values as you progress through your studies and become our alumni. To embody these values, your degree and its accompanying Professional and Social Growth Programme (PSG) will focus on developing the following Graduate Attributes:

**Empathetic and Ethical** - Demonstrates professional integrity, while at the same time valuing diversity, emotional intelligence and respect for the values and perspectives of others.

**Confident and Professional** - Self-confident, yet mindful of professional, social and cross-cultural norms that shape behavioural expectations in the workplace.

**Collaborative** - The ability to identify and build teams in the workplace with people who are cross-disciplinary in language, skills and background

**Innovative Problem Solvers** - Adept ideators, employing a positive disposition and resilience to the collective creation of innovative ideas and solutions.

**Sustainability Mindset** - Demonstrating careful consideration of the social, cultural and environmental issues that are impacting Vietnam and the world.

**Lifelong Learners** - Employing reflexive thinking and learning how to relearn for continuous personal and professional growth.

**Career Ready** - Demonstrate the ability to apply current knowledge, skills and experience to future career choices and opportunities.

Should you ever need help in developing these attributes, pursuing your own goals, or understanding your programme in any way, I encourage you to reach out to our faculty who will be happy to help you! I wish you the very best of luck in your studies.

**Dr. Jason MacVaugh**

Dean (Higher Education)

## University Contact Points

The official communication channels in every course are **Student emails and Canvas LMS**. Students are expected to use Student emails to contact and communicate with the Academic Team throughout the course.

For any module related matters, it is recommended that all communications should be done via Canvas LMS. For any other supports related to Academic Administration, your first point of contact should always be the **Student Information Office** located at the **Student Information Counter** on level 2, BUV Campus.

<b>Admission Office</b> Provides support and guidance for inquiries relate to all Admissions procedure including pre-arrival inquiries.	admissions@buv.edu.vn
<b>Course Office</b> Provides support and guidance for inquiries relate to Timetable, Class Arrangement, Status changes, Course Operations, Programme and Module Administration.	courseoffice@buv.edu.vn
<b>Student Information Office</b> Provides support and guidance for inquiries relate to Attendance Records and the first point of contact for any other general inquiries and meeting bookings.	studentservice@buv.edu.vn
<b>Student Academic Support Office</b> Provides support and guidance for inquiries relate to all academic supports including Student Tutor Programme and Faculty Learning Support.	academic-support@buv.edu.vn
<b>Student Engagement</b> Provides general support and guidance for student activities, student life and employability activities.	se@buv.edu.vn
<b>Student Engagement - Career Services</b> Provides support and guidance for inquiries relate to internships, career planning and consultations.	se-careers@buv.edu.vn

<b>Student Engagement- Student Life</b> Provides support and guidance for inquiries related to student life on campus including student activities and student clubs.	se-studentlife@buv.edu.vn
<b>Well-being and Psychological Counselling</b> Provides support and guidance student's well-being matters, including psychological counselling services.	student-wellbeing@buv.edu.vn
<b>Learning Resources Centre</b> Provides support and guidance for inquires relate to Student Ipad, Learning Resources Facilities including On-campus Library.	buv-lrc@buv.edu.vn
<b>Canvas Learning Management System</b> Provides support and guidance for inquires relate to Canvas Learning Management System.	buv-lms@buv.edu.vn
<b>Exam Office</b> Provides support and guidance for inquires relate to Exam Timetable, Exam regulations.	examoffice@buv.edu.vn
<b>Academic Compliance Office</b> Provides support and guidance for inquires relate to Academic Misconduct, Academic Regulations and Exceptional Circumstances.	aca.compliance@buv.edu.vn
<b>Central of Academic Information Services - CAIS</b> Provides support and guidance for inquiries relate to Exam Results, Student Records, Transcripts and Academic records.	cais@buv.edu.vn
<b>International Office</b> Provides support and guidance for inquires relate to Global Mobility, including Exchange and Transfer Programmes and International Study Tours.	international@buv.edu.vn
BUV welcomes feedback on all aspects related to your study and overall experience at the University. Your feedback is strictly confidential and will be reviewed/ assessed by members of the University's Senior Management Team for further actions if required.	
<b>General feedback</b>	<a href="mailto:feedback@buv.edu.vn">feedback@buv.edu.vn</a>

## Academic Contact Points

<b>Appointment</b>	<b>Name</b>	<b>E-mail address</b>
Dean (Higher Education)	Associate Professor Jason MacVaugh	dean@buv.edu.vn
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Discipline Lead - Business (Accounting, Finance & Economics)	Dr. Dong Manh Cuong	manhcuong.d@buv.edu.vn
Programme Lead - Accounting and Finance	Maredi Lamet	maredi.l@buv.edu.vn
Discipline Lead - Business (Management and Marketing)	Dr. Ashvari Subramaniam	kumarashvari.s@buv.edu.vn
Programme Lead - International Business Management	Don Hickerson	don.h@buv.edu.vn
Programme Lead - Marketing Management	Dr. Tingting Xie	tingting.x@buv.edu.vn
Discipline Lead - Computing & Innovative Technologies	Dr. Ali Al-Dulaimi	ali.d@buv.edu.vn
Programme Lead - Computer Games Design and Programming/ Games Art	David Holloway	david.h@buv.edu.vn
Programme Lead - Cyber Security/ Cloud Technologies	Dr. Hamza Mutaher	hamza.a@buv.edu.vn
Discipline Lead - Communication and Creative Industries	Dr. Paul D.J. Moody	paul.m@buv.edu.vn
Programme Lead - Contemporary Creative Practices	Richard Childs	richard.c@buv.edu.vn
Discipline Lead - Tourism and Hospitality Management	Dr. Maren Viol	maren.v@buv.edu.vn
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## **Equality, Diversity and Inclusion**

We are committed to promoting and enabling a positive culture where staff, students and visitors are confident to be their authentic selves. We focus on inclusion as a way to ensure equality of opportunity for all our people and to demonstrate our commitment to Equality, Diversity and Human Rights. This commitment is reflected in our [Student Equal Opportunities and Diversity Policy](#), which underpin our course development and delivery.

## **Support and Guidance**

We endeavour through our support systems to support you in all relevant areas of your programme - whether relating to professional, academic and/or personal development.

### **Academic support**

At BUV, we are committed to providing comprehensive academic support beyond the classroom to ensure your success throughout your educational journey. Our Student Academic Support (SAS) Office is the central point of contact whenever you require guidance or assistance in achieving your academic goals. We strongly encourage you to make full use of these valuable resources to enhance your learning experience, overcome challenges, and excel academically.

If you have any questions or need support, please do not hesitate to contact us at [academic-support@buv.edu.vn](mailto:academic-support@buv.edu.vn).

### **Support and wellbeing**

At British University Vietnam, we are committed to supporting all our students and there are a wide range of services available to you.

#### **Student Support**

For general information relating to support services, kindly contact our Student Information Office at:

Email: [studentservice@buv.edu.vn](mailto:studentservice@buv.edu.vn)

Hotline: 0936 376 136

#### **Student Well-being Support**

At BUV, we understand it is totally normal to feel overwhelmed and crushed sometimes, and we want you to know that we are here for you. Reach out to us and talk to us whenever you feel lost or unsure. Simply email our Student Wellbeing and Psychological Counsellor at: [student-wellbeing@buv.edu.vn](mailto:student-wellbeing@buv.edu.vn), we will arrange a private and confidential meeting for you to express all your concerns and worries with an expert to find the best way for you to thrive in your current circumstance.

**Student Association Committee (SAC)**

SAC is the official representative body of the undergraduate students' interests and concerns. They have 07 members with clear responsibilities that support the BUV Student Community. You can reach out to them if you need any help during your study and student life journey via:

Fanpage: [BUV Student Association Committee](#)

Instagram: [@sacbuy](#)

Email: [sac@st.buv.edu.vn](mailto:sac@st.buv.edu.vn)

## **An Introduction to your Programme**

The BSc Data Science at the University of Stirling is a taught bachelor's degree programme covering the key technology of data science and data analytics. This programme will equip you well with the knowledge and skills required to find employment in the various industry as a data scientist or data analyst. Our computing graduates have an excellent track record in finding well-paid jobs because of our focus on practical in-demand expertise.

The course covers data science technology, advanced analytics and industrial and scientific applications. The syllabus includes:

- Mathematics and statistics
- A number of programming approaches including Python scripting
- Different database technology including SQL and NoSQL using MySQL, MongoDB, Cassandra and Neo4J
- Data Analytics, machine learning and data visualisation using Python, R and ScikitLearn
- Cluster computing
- Computer and Data Security

As you study, you will progress from the fundamentals of software development and mathematics including statistics to advanced knowledge of data science approaches and techniques. You will learn everything you need to become a highly employable and sought-after data science graduate. Our staff are active in research and work with industry to help the course evolve according to the needs of the ICT sector, both in Scotland and across the world. You will also have the chance to experience diverse international teaching methods directly if you choose to study abroad.

### **Key Features of the Programme**

This course has a practical, problem-solving approach. You are taught how to design effective solutions to complex problems. Not only will this course give you the theory, but you will get lots of practical experience in how to design and build computer systems to analyse and process data.

The programme has a strong focus on employability. In your final year, you will carry out an independent project that will give you the opportunity to develop a major piece of work from initial requirements to final delivery and present your results to staff and industry representatives.



### Programme Outcomes

Your award has a set of written learning outcomes (known as Programme Outcomes) that describe what you should be able to do by the end of the course. These are designed to help you understand what you need to do to pass your course and receive your award.

On successful completion of this programme, you should be able to demonstrate:

1. An ability to develop technical solutions using a range of modern computing technologies including:
  - a. SQL and NoSQL Databases
  - b. Machine Learning and Data Analytics tools
  - c. Coding using Python and Java
  - d. Large-scale computing over a cluster
2. An international perspective to understand the global data science field.
3. Creative problem-solving skills to find the best applications for the technology and skills they have.
4. An ability to communicate complex technical ideas from both computing and data science to audiences with varied backgrounds. You will need to be able to tell stories about customers, systems, data and business in a coherent way.
5. Confidence working with new technologies and in challenging business environments.
6. An appreciation of the sensitivities and security requirements around the use of personal data within particular emphasis on the implications of new technology being introduced in those sectors.
7. A willingness to embrace new ideas and win over people whose views are different.
8. A strong ethical grasp of the issues around privacy, security and automated decision-making.

### Module Learning Outcomes

Each module you study has separate learning outcomes which join together to enable you to demonstrate that you have achieved the overall learning outcomes for your award. The learning outcomes for your modules can be found in your Module Handbooks and Module Descriptors, access available on your Canvas page.

## The Structure of your Programme

**Programme Title: BSc (Hons) Data Science and Artificial Intelligence**

### Level 4

<b>TB1</b>	Scripting for Data Science	Introduction to Computing Science	Discrete Structures
<b>TB2</b>	Programming and User Interface Design	Introduction to Data Science	Practical Statistics

### Level 5

<b>TB1</b>	Database Principles and Applications	Introduction to Machine Learning	UX Design
<b>TB2</b>	NoSQL Databases and Data Warehousing	Natural Language Processing and Computer Vision	Data Strategy

### Level 6

TB1	Data Science Applications	Cyber Security	Artificial Intelligence	Computing Science Project
TB2	Distributed Data Science Systems			

## **Learning, Teaching and Assessment on your Programme**

### **Learning and Teaching**

This is a highly practical course and is delivered through a combination of lectures, tutorials and practical laboratory sessions.

### **Assessment and Assessment Criteria**

The programme will largely use coursework assignments, class tests and exams to assess your work. Assignments will vary from module to module, with several technical assignments, some essay writing and some presentations. The honours project will be assessed by dissertation.

All assessments will be suitable for the common marking scheme and will be set to reflect both the learning outcomes of the module and the attainment descriptors of the CMS.

### **How to Submit Assessments**

#### Submitting Assignments Online

Online assignments will be submitted through Canvas, using one of a number of methods that would be explained to you via a Canvas training session hosted by the Exam Office before your first submission at BUV. All assignments are marked anonymously.

#### Anonymous Submission

Note that most assignments are marked anonymously, and that you are asked to not include your name in submitted work unless specifically requested in the assessment document.

For online submissions, we will use the tools available in Canvas and our grading system Turnitin to ensure anonymity wherever possible.

#### Keeping a Backup

It is good practice to keep a hard or (backed-up) electronic copy of any assignment you submit, whether that assignment is submitted on paper or electronically. Should the assignment you submit get lost, then you will have the receipt to prove that you handed it in, and a copy to replace what has been lost.

#### Exceptional Circumstances

You must submit all pieces of assessment required for each module on or before the submission date for each piece of assessment. Failure to do so is likely to result in failure of the module overall. There may be occasions when you are unable to submit or undertake a piece of assessment due to circumstances beyond your control.

### Feedback on your Work

Feedback and feedforward can be both informal and formal, and can be provided individually and in groups. It can take many different forms depending a module's requirements and may be provided in the following ways across the programme:

#### Participating in and reflecting on:

- discussions in class about assignments or presentations;
- a practice marking session or commenting on a sample assignment;
- 'drop-in' advice at feedback & guidance sessions;
- discussions in supervision meetings;
- 'clicker' responses in a lecture;
- a debriefing by a professional practitioner or mentor.

#### Reviewing and reflecting on:

- electronic, written or audio feedback through Canvas;
- verbal or written comments from staff or other students;
- assignment exemplars;
- practice assignments or past exam papers;
- plagiarism similarity reports;
- entries in learning journals on academic/professional experiences;
- ratings on a marking rubric;
- 'generic' feedback to a class on how an exam question was tackled;
- final marks or awards;
- reactions to a presentation;
- comparative performance against peers.

### What you should do with your feedback:

#### You are responsible for:

- familiarising yourself with module information on how to approach assessments and how, when and where to find your feedback
- accessing and digesting your feedback
- seeking further help and guidance from your tutors and other students
- saving a copy of your feedback for future use
- reflecting on your feedback to celebrate and build on your strengths and to use what you have learnt in your approach to work in the future
- offering constructive and supportive feedback to other students when asked to do so
- using what you have learnt from your feedback in future assessments

#### Submission and Feedback

All assignments should be submitted via Canvas. Feedback for the assignment will be provided after the approval and permission from the relevant Examinations Board.

Furthermore, feedback on your performance is provided in a variety of ways -throughout your study period, you will be receiving informal feedback on your performance, via your discussions with teaching staff in tutorials for instance. Feedback should help you to self-assess your work as you progress through the module and help you to understand your subject better.

Feedback is not just the marks at the end of the module – it could be regular verbal advice about your work, perhaps as you develop a portfolio of work; comments made by tutors or fellow students in group discussions; or the written comments on your work.

## **BUV Student Voice**

During the course you will have the opportunity to share your views and opinions on your modules, course and the University. Your feedback is key to ensuring that we get an accurate picture of what it is like to be a student at British University Vietnam and enables us to enhance the learning experience for current and future students.

Student feedback is welcomed, valued and considered by the senior management of the University. All learners have the opportunity to provide their individual views through module surveys. In addition, students in each cohort are asked to elect two Representatives to collate and represent their views in the Student Staff Liaison Committee meeting held in the middle of each semester. Cohort's representatives are asked to feedback to their peers' issues and decisions from the Student Staff Liaison Committee meetings.

Students may also write at any time direct to the Dean by email to [dean@buv.edu.vn](mailto:dean@buv.edu.vn) for academic feedbacks or to [feedback@buv.edu.vn](mailto:feedback@buv.edu.vn) for generic feedbacks. All feedbacks are anonymous and your identity is always kept confidential.

BUV will use this information to inform the improvement and enhancement of the learning experience and University life in general for both current and future students.

### **BUV Student Association Committee (SAC)**

BUV Student Association Committee (SAC) is a committee that represents the BUV student community. The committee act as the voice for BUV fellows, listen and collect concerns from all students and act upon their favour to create the best operating and learning environment at BUV.

The term of the SAC members is one year with new voting season happens in May annually. Students from all cohorts of SU, FE, IHM in all levels as well as a representative from the University of London Programme (UoL), can apply with no restrictions and limitation. Anyone from BUV student community can vote for any candidates they trust to choose seven best representatives. The final elected SAC members would be informed via an official email sent by BUV Student Experience Department



Every student has the opportunity to become a course/class/cohort representative. This voluntary position makes you the key contact point between staff and students, where you will listen to your peer's feedback to understand everyone's experiences, speak to your staff about ways to further enhance your learning & teaching and share the positive outcomes and impacts for learners.

## **Personal and Social Growth Programme**

The Personal and Social Growth (PSG) Programme is a unique initiative of British University Vietnam (BUV) to encourage students' well-rounded development and enable them to acquire essential skills, qualities, and qualifications for future success. It is one of three key drivers of BUV, along with the accredited British and international higher education degrees in Vietnam, as well as a 5-star university campus with state-of-the-art learning spaces and dedicated support services.

Going parallel with and complementing the academic degree programmes, the PSG Programme with a vast pool of activities outside the classroom can cater to students' unique aspirations and facilitate their personal, social, professional, and academic growth in four aspects: Work & Career Readiness; University & Community Engagement; Social, Cultural and Emotional Development; and Academic Excellence.

To document students' PSG journey, BUV awards PSG points in proportion to the efforts and achievements that the students make in different impactful activities. Upon successful completion of the PSG Programme, students will be awarded a PSG certificate and a detailed transcript with activities and points accumulated throughout their time at BUV. The PSG certificate is a competitive advantage for students to confidently seize opportunities in the real world.

## **BUV Career Guidance and Employability**

BUV Career Services & Industry Relations Team consist of dedicated and experienced career consultants, career services officers, and industry relations officers who can help you with internship applications, personal career guidance, equipping employability skills and the most updated career options, as well as meeting up real-life professionals, experts, and managers in careers & employability activities. The team offers several internship opportunities on BUV Job Portal, CV review and feedback, job interview practice, career consultation, career test debrief, introduction letters, and reference letters.

The best way to get started is to:

- Visit the SE Lounge on Level 1, right next to the bus entrance and talk to a member of staff.
- Write an email to BUV Career Services & Industry Relations Team via the email address: [SE-Careers@buv.edu.vn](mailto:SE-Careers@buv.edu.vn).

Or book a session with a career consultant by make an appointment via the link below: <https://buvse.simplybook.asia/v2/>.

## Global Connections

During your course you will be encouraged to think globally and consider issues from a variety of perspectives, ensuring you have the knowledge and skills necessary to build your future career in an increasingly connected world.

We are committed to supporting students who wish to undertake study, work or volunteering placements abroad. In business programmes, students will conduct research in real-life international case studies to gain a global perspective. Students on specialised programmes such as International Hospitality Management and Tourism Management have the opportunity to attend international study trips to gain in-depth understanding on the international tourism context. If you would like to explore these opportunities, please contact the University's dedicated International Office ([international@buv.edu.vn](mailto:international@buv.edu.vn)) to make an enquiry and book a virtual appointment.

## Policies & Procedures

A full suite of BUV [Academic Policies and Procedures](#) can be found on your Canvas page, under tab Student Resources/ University Policies. In the event of any issues arising during your course, please speak to your Programme Leader or Learning Support Team as soon as possible.