

## Course record information

<b>Name and level of final award</b>	<ul style="list-style-type: none"> <li>• Master of Arts - MA AI, Data and Communication</li> </ul> <p>The award is Bologna FQ-EHEA second cycle degree or diploma compatible</p>
<b>Name and level of intermediate awards</b>	<ul style="list-style-type: none"> <li>• Postgraduate Diploma (Pg Dip) - AI, Data and Communication</li> <li>• Postgraduate Certificate (Pg Cert) - AI, Data and Communication</li> </ul>
<b>Awarding body/institution</b>	University of Westminster
<b>Teaching institution</b>	University of Westminster
<b>Status of awarding body/institution</b>	Recognised Body
<b>Location of delivery</b>	Primary: Harrow Secondary/Tertiary Locations: Cavendish
<b>Language of delivery and assessment</b>	English
<b>QAA subject benchmarking group(s)</b>	<p>The following benchmarks have been consulted: Characteristics Statement Master's Degree (September 2015), Computing (2011)</p> <p><a href="#">QAA Subject Benchmark Statements</a></p> <p><a href="#">QAA Supporting Resources - Characteristics</a></p>
<b>Professional statutory or regulatory body</b>	N/A
<b>Westminster course title, mode of attendance and standard length</b>	<ul style="list-style-type: none"> <li>• MA AI, Data and Communication FT, Full-time, September start - 1 year standard length</li> <li>• MA AI, Data and Communication PT, Part-time day/evening, September start - 2 years standard length</li> </ul>
<b>Valid for cohorts</b>	From 2026/7

## Admissions requirements

There are standard minimum entry requirements for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/courses/postgraduate/how-to-apply>.

## Aims of the programme

The MA AI, Data and Communication has been designed to provide you with the opportunity to study at postgraduate level:

- The main ways in which social and data scientists have used and analysed the role of data, and how to develop, evaluate and apply research and the use of software to evaluate data-related phenomena.
- An analytical, interdisciplinary approach to data and datafication which takes account of their broader historical, economic, political and social contexts.
- The factors which shape data and digital media policies in modern society.
- The range of cultural responses and the changing character of human subjectivity which have emerged as societies are further shaped by datafication.
- The debates about the nature of modern societies and the roles which data play in politics and everyday life.
- The way data systems work from a practical perspective.

## Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. career/employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

Students who complete the MA AI, Data and Communication can work in a wide variety of sectors connected to data in different ways: media and creative industries, research and policy, data and knowledge-based companies, data management. Many of the jobs that will be needed in the coming decades have yet to be developed, the nature and scope of transformation that is ongoing will challenge the traditional silo approach to employment and require cross-subject, multi-skilled digital knowledge.

University of Westminster's MA AI, Data and Communication acknowledges this need and aims to develop its content with a focus on student perspectives beyond completion of the programme by equipping them with the ability to adapt to the needs of employers and society. This course addresses the current and emerging need in organisations that deal with data to have employees who understand the relationship between data and society, compliance and ethical and legal issues in a number of roles such as: Marketing Insights; Marketing Data Manager; Archivist; Social data analyst; Data analyst; Data specialist; Investigative analyst; Data policy advisor; Customer data analyst.

The skills provided in this course also enable students to be fully prepared to further study opportunities such as MPhil, PhD or other modalities of research that could also lead to future paths within the academic world.

### Learning Outcomes

#### Knowledge and Understanding

The core course specific modules address these course learning outcomes as follows:

- Data in Communication and Society (KNU1, KNU2)
- Data and Digital Research Methods (KNU3, KNU5, KNU6)
- Data System Concepts and Fundamentals (KNU3, KNU4, KNU6)
- Major Project (KNU1, KNU2, KNU3, KNU4, KNU5, KNU6)

#### Specific Skills

The core course specific modules address these course learning outcomes as follows:

- Data in Communication and Society (SS1, SS2)
- Data and Digital Research Methods (SS1, SS3, SS4)
- Data System Concepts and Fundamentals (SS3, SS4, SS5)
- Major Project (SS1, SS2, SS3, SS4, SS5)

### **Key transferable skills (KTS)**

Upon completion of the course students will have developed a number of general rather than discipline-specific skills which any practitioner must have if s/he is to be successful.

All optional modules contribute in some way to the acquisition of these transferable skills. The following shows how the above key transferable skills are mapped to the core course modules:

- Data in Communication and Society (KTS2, KTS3, KTS4, KTS5, KTS6, KTS7)
- Data and Digital Research Methods (KTS1, KTS2, KTS3, KTS4, KTS5, KTS6, KTS7)
- Data System Concepts and Fundamentals (KTS1, KTS4, KTS5, KTS7)
- Major Project (KTS2, KTS3, KTS4, KTS5, KTS6, KTS7)

## **What will you be expected to achieve?**

### **Course learning outcomes**

Learning outcomes are statements of what successful students have achieved as a result of learning.

These are threshold statements of achievement the learning outcomes broadly fall into four categories:

The overall knowledge and understanding you will gain from your course (KU)

Graduate attributes are characteristics that you will have developed during the duration of your course (GA)

Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)

Cognitive Skills, are learning outcomes that help build conceptual understanding that is necessary to devise and sustain arguments, and/or to solve problems and comment on research.

Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

**Level 7 course learning outcomes:** upon completion of Level 7 you will be able to:

- 001 Have a deep and systematic understanding of the role data play in diverse societies. KNU1 ( KU )
- 002 Have a comprehensive understanding of the key theories to explain the role of data in various societies. KNU2 ( KU )
- 003 Have a comprehensive understanding of the key research methodologies and approaches relevant to the fields of media and communication / data science. KNU3 ( KU )
- 004 Have a comprehensive understanding of tools and approaches to data management, data storage, data visualisation. KNU4 ( KU )
- 005 Have undertaken independent research related to the political, economic, cultural and/or sociological factors which shape the practices and outcomes of processes of data production and use, including users' responses to them. KNU5 ( KU )
- 006 Have been introduced to methods and skills which students use for creative purposes of creating, analysing and visualising data. KNU6 ( KU )
- 007 Group working: Students will be able to (a) work effectively within a group both as group leaders and/or group members; (b) clarify tasks and make appropriate use of group members abilities; (c) negotiate and handle conflict with confidence; and (d) participate effectively in the peer review process. KTS1 ( KTS )
- 008 Accessing Learning resources: Students will be able to locate and use a full range of learning resources to carry out literature reviews and engage in research activity. KTS2 ( KTS )

- 009 Self-evaluation: Students will be able to reflect on their own and others' performance; participate effectively in the peer review process and analyse and identify ways to improve practice; know how to advance their knowledge and understanding, how to recognise their development needs and develop new skills to a high level. KTS3 ( KTS )
- 010 Management of information: Students will be able to competently undertake research tasks with minimum guidance; sieve through information clutter to identify relevance, to organise and present information effectively using different media. KTS4 ( KTS )
- 011 Autonomy: Students will be independent and self-critical learners, who can act autonomously in planning and implementing tasks and who will be able to guide the learning of others. KTS5 ( KTS )
- 012 Communication: Students will engage confidently in academic and professional communication both orally and in writing with others, reporting on action clearly, autonomously and competently. KTS6 ( KTS )
- 013 Problem solving: Students' abilities in independent learning and self-evaluation will equip them to regard problems as challenges and adopt the problem-solving approach required for professional life and continuing professional study, including making professional and ethical use of others where appropriate. KTS7 ( KTS )
- 014 Ability to interpret the role data and datafication play in diverse societies. SS1 ( SS )
- 015 Ability to analyse, in depth, and critically assess relevant theories. SS2 ( SS )
- 016 Ability to interpret the context in which data are generated, used and stored, using a variety of approaches, judging the appropriateness of the methodologies used, and recognising alternative approaches. SS3 ( SS )
- 017 Ability to design and undertake a substantial independent piece of research in the field of media and communication / data studies to address significant areas of conceptual and/or empirical knowledge which will require the extensive use of a variety of information resources. In doing so, they will select and apply appropriate methodological approaches and critically evaluate their effectiveness. SS4 ( SS )
- 018 Ability to make use of software for the purposes of creating, retrieving, storing and visualising data for creative-analytical purposes. SS5 ( SS )

## How will you learn?

### Teaching methods

Teaching and learning on the course is defined to be appropriate to the needs of each module. The course is of an interdisciplinary nature and therefore features a variety of assessment methods. Assessment criteria vary according to the module discipline. The teaching and learning methods on the course include the following:

**Lectures:** These are designed to give you a general overview of the topic and are usually concise, topical and interactive. If you do not understand a point, or disagree with it, feel free to ask questions or argue your case.

**Seminars:** These are designed to encourage students to discuss a topic, based on the lecture and their reading. Sometimes individual students will be asked to introduce a specific topic in a seminar.

**Individual Reading:** A written list of recommended reading for each topic will be given out at the beginning of each module. This reading list represents a basis for exploration of the subject and students are expected to go beyond the reading list and seek out other material.

**Computer Lab Use:** Students will engage in practical use of software and code using University computers and software through the guidance of an instructor.

**Presentations:** The intention of asking students to give individual presentations is to give them experience in presenting ideas and arguments concisely, to familiarise them with the preparation and use of visual aids, and to teach them how to interact with an audience. In some modules individual presentations will be formally assessed for clarity of argument, evidence of reading and presentational style.

Even where the individual presentation is not formally assessed, students will normally be given feedback on their performance. Group presentations are designed to give experience of working on a particular topic as a member of a team, so that students learn how to divide up topics, work to a schedule and co-ordinate presentation.

**Workshops:** These are designed so that students work in a group in class on a particular topic, often using a real scenario or current example. Led by specialist staff, they enable everyone in the group to work intensively, pool ideas and solve problems together.

**Independent Research:** Student led project work involving interviews and other external contact and research activity, leading to the assessed dissertation.

## Assessment methods

This course focuses on imparting knowledge and skills. The assessment strategy is designed to facilitate and test this process. Your progress will be assessed by a variety of methods which we have carefully developed in order to equip you with the course skills identified above as well as the transferable critical thinking and problem solving skills that you would expect to learn on any postgraduate course.

The assessment criteria for oral presentations and written assignments are clearly set out in each module handbook. In addition, you will be provided with a full brief for each assessment in the relevant module handbook, and the brief will be discussed in class with an opportunity to ask questions. Throughout the different modules, a variety of assessment methods is used. These range from group research projects, to presentations and written assignments (essays). There is one exam as part of the *Data System Concepts and Fundamentals* module in this course. In Semester 3, students shall undertake an individual research project (*Major Project*) which can either be a written dissertation or a creative, practical project accompanied by a written report.

## Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year. Additional free text information on the choices may also be included, for example where students must choose one of two modules.. Course structures can be subject to change each academic year following feedback from a variety of sources.

## Modules

### Level 7

Full-time students will complete the course in one year, part-time students in two years. Over this one year (full-time students) or two years (part-time students) students will take the equivalent of six (20 credit) taught modules. In addition they will complete a (60 credit) Major Project module based on independent research leading to a dissertation (60 credits) which is submitted at the end of August of the first year (for full-time students) or at the end of August of the second year (for part-time students). Alternatively, students can also produce a practical piece (artefact) which is accompanied by reflective report (60 credits).

The Major Project dissertation / artefact should include primary research on a subject chosen by the student but which is relevant to the MA and is agreed with the supervisor.

In semester one, full time students take three taught modules (of 20 credits each).

Of these, two are compulsory (Data in Communication and Society; Data System Concepts and Fundamentals). In the second semester students take three 20-credit taught modules. Of these, one is compulsory (Data and Digital Research Methods). In addition, students take the compulsory Major Project module which includes lectures and workshops in Semester 1 and Semester 2 (taught element). On this module, students learn about the major project research process and present their topics in the form of presentations. Students are being assigned a supervisor in Semester 2. In Semester 3, they undertake independent study under the guidance of their dissertation/project supervisor. The final dissertation / project, to be delivered by the end of August, will be worth 60 credits.

Part-time students will take the compulsory taught module (Data in Communication and Society) plus another taught module in semester one of the 1st year. In semester two of the 1st year, they will take one compulsory module (Data and Digital Research Methods) and one optional module. In their second year of study, part timers will take one optional taught module, either in semester one or semester two. In addition, they have to take the compulsory Data System Concepts and Fundamentals module in Semester 1 and the compulsory Major Project module which includes lectures and workshops in Semester 1 and 2 (taught element). On this module, students learn about the major project research process and present their topics in the form of presentations. Students are being assigned a supervisor in Semester 2. In Semester 3, students undertake independent study under the guidance of their dissertation/project supervisor. The final dissertation / project, to be delivered by the end of August of your second year, will be worth 60 credits.

Module Code	Module Title	Status	PT Year (where applicable)	UK credit	ECTS
7BDIN009W	Data and Digital Research Methods	Core	1	20	10
7BDIN008W	Data in Communication and Society	Core	1	20	10
7BUIS030W	Data System Concepts and Fundamentals	Core	2	20	10

Module Code	Module Title	Status	PT Year (where applicable)	UK credit	ECTS
7BDIN011W	Major Project	Core	2	60	30
7BUIS031W	Artificial Intelligence and Society	Option		20	10
7BUIS008W	Data Mining and Machine Learning	Option		20	10
7BUIS009W	Data Visualisation and Dashboarding	Option		20	10
7CLST024W	Digital Cultures	Option		20	10
7MEDS004W	Digital Media and Critical Theory	Option		20	10
7COMM007W	Digital Media Business: Strategy and Entrepreneurship	Option		20	10
7MUPR007W	Hack Lab and Creative Technology	Option		20	10
7LLAW098W	Law and Data	Option		20	10
7LLAW097W	Law and Digital Disruption	Option		20	10
7LLAW099W	Law and Governance of Technological Risk	Option		20	10
7MECM007W	Media Futures	Option		20	10
7COMM012W	Policies for the Digital Age	Option		20	10
7MEDS005W	Political Economy of Communication	Option		20	10
7MEDS010W	Social Media	Option		20	10
7PIRS025W	The Politics of Global Complexity: Rethinking Governance, Power and Agency	Option		20	10
		Elective		20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

## Professional body accreditation or other external references

N/A

## Course management

The Course is taught in the College of Design, Creative and Digital Industries. It is based in the Westminster School of Media and Communication with additional support from the School of Computer Science and Engineering. The management structure supporting the course is as follows:

**Pieter Verdegem**, Course Leader, is responsible for day to day running and overall management of the course and development of the curriculum. He can be contacted on extension (x68481) or by email: [p.verdegem@westminster.ac.uk](mailto:p.verdegem@westminster.ac.uk)

**Philip Trwoga**, Deputy Course Leader, is responsible for day to day running and overall management of the course and development of the curriculum. He can be contacted on extension (x5851) or by email: [trwogap@westminster.ac.uk](mailto:trwogap@westminster.ac.uk).

**Head of School:** Michaela O'Brien, holds academic responsibility for the course and for other courses run within the School.

**Head of College:** Professor Janet Jones, holds overall responsibility for the course and for the other courses run in the College.

The Course Leaders will be responsible for:

- Admissions
- Approving students' programme of study
- Organisation of tutorial and supervisory support and pastoral care
- Co-ordination of Dissertation supervision
- Co-ordination of marks for assessment boards
- General management of the course

The **Course Team** reviews and develops the course and sets the framework for the above procedures, in which all members of course team participate. The Course Team of the MA in AI, Data and Communication consists, in addition to the course leaders, of Prof. David Chandler, and all other module leaders of modules included in the course.

Module leaders oversee the delivery of all aspects of the module(s) they are responsible for. They consult students on matters relevant to their module.

## Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations).

Course specific regulations apply to some courses.

## Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities and additional support available. You will be provided with a Course Handbook, which provides detailed information about the course. Each course has a course leader or equivalent. All students enrolled on a full-time course and part-time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University utilises a Virtual Learning Environment called Blackboard, where students access their course materials and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. In addition to online resources in Blackboard, students can also attend Study Skills workshops and schedule one-to-one appointments. Further information on the Academic Learning Development Centre can be found at [westminster.ac.uk/academic-learning-development](http://westminster.ac.uk/academic-learning-development).

Learning support includes our libraries, each of which holds a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services.

## Support Services

The University of Westminster's Student and Academic Services department provides a range of advice and guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

## **How do we ensure the quality of our courses and continuous improvement?**

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored annually by the College to ensure it is running effectively and that any issues that might affect the student experience have been appropriately addressed. Staff will consider evidence from various sources, including student surveys, student progression and achievement, and reports from external examiners, to evaluate the effectiveness of the course and make necessary changes.

Periodic reviews are also conducted to ensure that the curriculum remains up-to-date and that the skills acquired on the course continue to be relevant to employers. Representative students meet with a panel to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess the course's performance.

## **How do we act on student feedback?**

Student feedback is important to the University, and student views are taken seriously. Student feedback is collected in various ways.

- Through student engagement activities at the course and module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire for each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be improved.
- Final-year undergraduate students will be asked to complete the National Student Survey, which helps inform the national university league tables. Postgraduate students will be asked to complete the Postgraduate Taught Survey (PTES).

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student may reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2025©