



LEVEL 4 APPRENTICESHIP STANDARD

AI & DIGITAL TRANSFORMATION

**DIGITAL TRANSFORMATION PROJECTS FAIL WHEN
BUSINESSES INVEST HEAVILY IN TECHNOLOGY, BUT
NOT IN THEIR PEOPLE.**



BALTIC'S AI APPRENTICESHIP PROGRAMMES

Our AI programmes are designed to work together to embed AI across your organisation, supporting adoption, enabling change, and delivering automation at scale.

ADOPT

Level 3 AI Enablement

Create a strong foundation for AI adoption by developing employees who can apply AI effectively, improve efficiency, and turn everyday productivity gains into organisational impact.



TRANSFORM

Level 4 AI & Digital Transformation

Enable organisation-wide transformation by building capability to lead adoption, embed data-driven practices, and ensure new technologies and AI tools are used effectively across the business.



BUILD

Level 4 AI for Business Automation

Establish advanced capability to identify, design, and implement AI-enabled automation solutions that optimise processes and deliver measurable operational impact.



PROGRAMME INSIGHT

Digital transformation projects fail when businesses invest heavily in technology, but not in their people.

Our AI & Digital Transformation programme empowers people to become the driving force behind successful digital change. This apprenticeship goes beyond traditional project management and business analysis techniques, enabling learners to leverage AI tools that are reshaping the modern workplace.

Through our innovative, hands-on programme, learners will identify and solve critical business problems, optimise processes and inefficiencies, and scale data-driven decision-making, while leading adoption of new technologies and AI tools.

The result is a workforce that ensures digital transformation initiatives deliver measurable ROI, where technology shifts from a cost to a catalyst for change, and organisations stay ahead in the AI revolution.

Delivery Method:

Blended Online Training & Self-Study

Duration:

18 Months including EPA



**DELIVERED IN PARTNERSHIP
WITH BCS**





PARTNERSHIP WITH THE CHARTERED INSTITUTE FOR IT

We are partnering with BCS, The Chartered Institute for IT, a key organisation in the delivery of this standard. As part of the AI & Digital Transformation apprenticeship, learners will have access to four BCS certification exams, each directly aligned with one of our programme modules and recognised industry standards in business analysis.

These exams are optional, and by passing them, learners become eligible to progress towards the BCS International Diploma in Business Analysis - a highly credible, industry-recognised qualification.

Pursuing the diploma is an additional step outside of the apprenticeship and by passing these certifications, learners would be eligible to sit the BCS diploma exam. To support success, all our courses are mapped to the attached BCS certifications and learners will have access to a BCS library subscription, fully funded by Baltic.

APPRENTICESHIP DELIVERY

We believe in the power of a blended learning approach.

Our AI & Digital Transformation apprenticeship integrates live online training with self-study, blending interactive, live training with flexible, self-paced e-learning. This approach ensures engagement while giving apprentices autonomy over their own journey, all while providing the necessary support to help them succeed.



Live Tutor Delivery

Delivered in 2-day blocks via Microsoft Teams, our live training sessions provide in-depth insight into the latest industry practices. Led by our expert coaches, these sessions blend theory with practical, hands-on activities, ensuring apprentices gain real-world experience and a strong understanding of key digital



Baltic360: Self-Led Modules

Alongside live training, apprentices will access self-study courses through our bespoke e-learning platform, Baltic360. These courses, such as our Introduction to AI, are designed and developed by us and combine essential learning content with engaging videos, interactive quizzes, and comprehensive resources, all aimed at deepening apprentices' understanding and enhancing their practical skills.

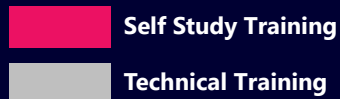
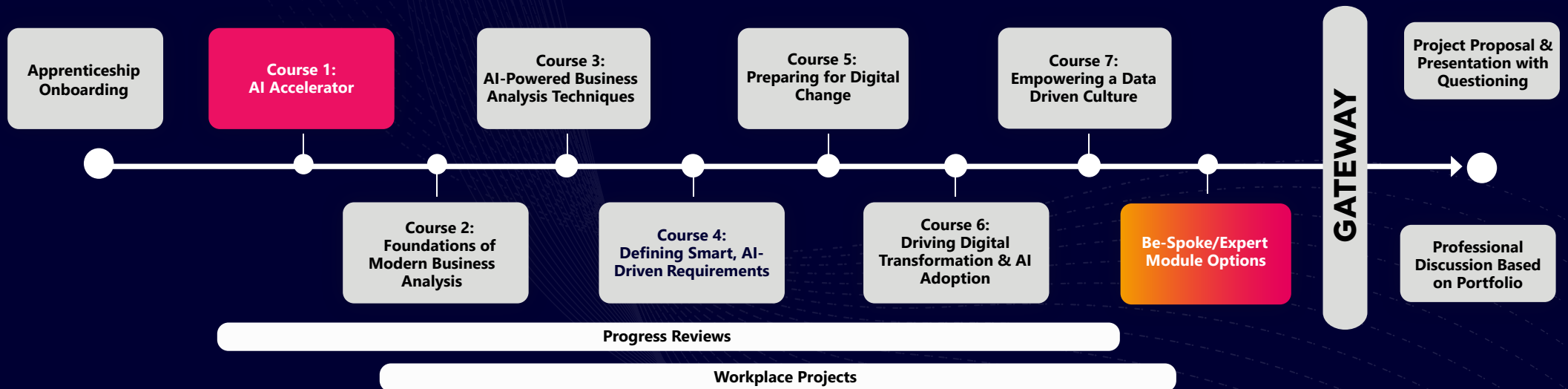


APPRENTICESHIP TIMELINE //

ONBOARDING

CORE TECHNICAL MODULES – MONTHS 2-15

EPA - MONTHS 16-18



TRAINING COURSES //

Course 1

AI ACCELERATOR

Self Study

Build AI Literacy and Prompt Engineering Skills for Intelligent Business Analysis.

Our bespoke AI Accelerator equips apprentices with an essential introduction to artificial intelligence and prompt engineering. From day one, learners are empowered to harness generative AI tools confidently and effectively, applying them to real tasks that boost efficiency and productivity.

Through interactive self-study courses, apprentices will explore how AI can enhance analysis, problem-solving, and communication, while also developing an understanding of responsible and ethical AI use. By establishing a strong baseline of skills, the AI Accelerator lays the foundations for using AI as a core driver of efficiency and impact throughout the rest of the apprenticeship and in the workplace.



COURSES

INTRO TO AI

This course gives apprentices practical AI skills from the start, using tools like ChatGPT to boost efficiency. With foundations in prompt engineering, personas, and ethical AI, it helps your team harness AI responsibly to drive workplace productivity.

PROMPT ENGINEERING

This course develops advanced prompt engineering skills to maximise the value of Generative AI. Learners will design precise prompts, use personas strategically, and refine AI outputs to achieve more accurate, relevant, and effective results.

AI FOR DIGITAL CHANGE

This course explores how artificial intelligence can be used to support digital change within an organisation. Learners will develop practical skills in using AI to analyse information, improve workflows, support process improvement, and contribute to effective change adoption, while working safely and responsibly.

TRAINING COURSES //

Course 2

FOUNDATION OF MODERN BUSINESS ANALYSIS

This course lays the foundation of the Business Analyst role, covering the business analysis lifecycle, core techniques and strategic context.

Apprentices will gain confidence in business analysis fundamentals, while exploring how AI technologies can enhance traditional methods and processes, making them more accurate, efficient and impactful in driving meaningful business change.

WHAT'S COVERED:

- ▶ The role and key skills of a Business Analyst
- ▶ Practical techniques for gathering information (interviews, workshops, prototyping)
- ▶ Exploring business improvements and building strong cases for change
- ▶ Using AI tools to speed up tasks like stakeholder mapping and process modelling

OPTIONAL CERTIFICATION

BCS Certification Exam
BCS Foundation Certificate in Business Analysis



Course 3

AI-POWERED BUSINESS ANALYSIS TECHNIQUES

This course moves beyond theory into hands-on practice, applying business analysis to real-world scenarios. Apprentices will gain practical skills in strategic analysis, stakeholder management, root cause investigation, and business case development.

Alongside this, learners explore how AI tools can accelerate analysis, generate stakeholder personas, and support smarter business decisions, equipping them to deliver value faster and with greater confidence.

WHAT'S COVERED:

- ▶ Using the business analysis process model in practice
- ▶ Analysing internal and external environments with proven frameworks
- ▶ Identifying and managing stakeholders with confidence
- ▶ Utilising AI-powered persona generators and analysis tools

OPTIONAL CERTIFICATION

BCS Certification Exam
BCS Business Analysis Practice



TRAINING COURSES //

Course 4

DEFINING SMART, AI-DRIVEN REQUIREMENTS

This course equips apprentices to gather, document, validate, and manage both functional and non-functional requirements. They will develop confidence in engaging stakeholders, prioritising needs, and ensuring requirements remain clear and traceable throughout the project lifecycle.

AI tools are introduced to improve accuracy, reduce ambiguity, and make requirement management more efficient.

WHAT'S COVERED:

- ▶ Learn practical ways to gather requirements through conversations, workshops, and observations
- ▶ Understand the difference between functional and non-functional requirements
- ▶ Write requirements clearly and consistently to recognised standards
- ▶ Use AI tools to save time, spot gaps, and improve accuracy in requirements

OPTIONAL CERTIFICATION

BCS Certification Exam
BCS Requirements Engineering



Course 5

PREPARING FOR DIGITAL CHANGE

This course builds skills in mapping and redesigning business processes to make them more efficient and effective. Learners use recognised process modelling techniques to understand current processes, design future improvements, and uncover opportunities for automation and digital transformation.

With AI tools that generate diagrams, analyse efficiency, and suggest improvements, apprentices will learn how to deliver smarter, faster recommendations that drive meaningful change.

WHAT'S COVERED:

- ▶ Apply industry-standard process modelling techniques
- ▶ Map "as-is" and "to-be" processes for improvement
- ▶ Identifying inefficiencies and opportunities for automation
- ▶ Using AI tools to generate process maps, analyse efficiency, and propose optimisations

OPTIONAL CERTIFICATION

BCS Certification Exam
BCS Modelling Business Processes



TRAINING COURSES //

Course 6

DRIVING DIGITAL TRANSFORMATION & AI ADOPTION

This course focuses on making sure business change delivers real value. Learners will gain the skills to define and measure benefits, create strong cost-benefit cases, and plan for successful adoption. They will also explore how to assess the impact of change on people, processes, and technology, ensuring readiness across the organisation.

AI tools are introduced to model benefits, map readiness, and generate acceptance criteria, helping apprentices provide clearer evidence and build confidence in proposed solutions.

WHAT'S COVERED:

- ▶ Define and measure business benefits systematically
- ▶ Conduct cost-benefit analyses for investment decisions
- ▶ Plan organisational readiness and AI adoption strategies
- ▶ Apply AI tools for benefit forecasting and readiness assessment

Course 7

EMPOWERING A DATA-DRIVEN CULTURE

This course positions the Business Analyst as a bridge between data and decision-making. Learners develop skills in data modelling, governance, and compliance while exploring how emerging technologies like AI and cloud are transforming organisations.

They will also build confidence in guiding leaders on the ethical, responsible use of AI, ensuring decisions are based on accurate data and sound judgement.

WHAT'S COVERED:

- ▶ Understand the value of organisational data
- ▶ Create simple data models to support analysis
- ▶ Managing data quality and governance
- ▶ Use AI tools for data modelling, compliance monitoring, and trend analysis

YOUR BE-SPOKE APPRENTICESHIP //

AI ACCELERATOR

All Mandatory

- ☐ Introduction to AI
- ☐ Prompt Engineering
- ☐ AI For Digital Change

CORE MODULES

All Mandatory

- ☐ Foundations of Modern Business Analysis
- ☐ AI-Powered Business Analysis Techniques
- ☐ Defining Smart, AI-Driven Requirements
- ☐ Preparing for Digital Change
- ☐ Driving Digital Transformation & AI Adoption
- ☐ Empowering a Data Driven Culture

BE-SPOKE MODULES

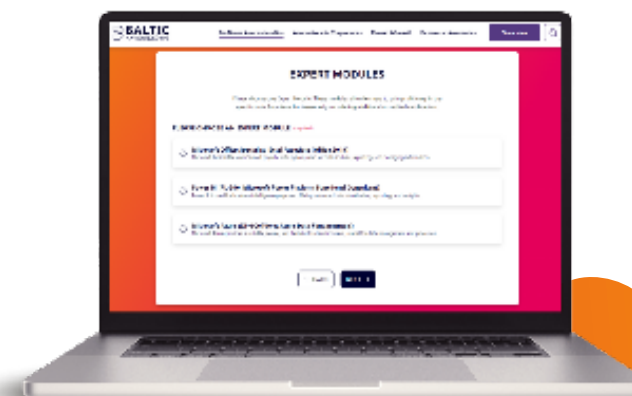
Choose 2

- ☐ Problem Solving & Innovation
- ☐ Process Improvement
- ☐ Project Management
- ☐ Enhancing Efficiency with Microsoft Copilot
- ☐ Social Engineering
- ☐ Excel Macros
- ☐ Introduction to SQL for Data
- ☐ Introduction to Python for Data
- ☐ Excel Advanced Formulas and Functions

EXPERT MODULES

Choose up to 4

- ☐ BCS Foundation Certificate in Business Analysis
- ☐ BCS Business Analysis Practice
- ☐ BCS Requirements Engineering
- ☐ BCS Modelling Business Processes



SKILLS APPLICATION

At Baltic, we recognise that real expertise comes from hands-on experience. That's why skills application is a core part of our apprenticeship delivery, ensuring apprentices can put their new skills into practice from day one.

As part of their apprenticeship, learners dedicate around six hours per week to skills application, also known as off-the-job hours. These structured, work-relevant activities deepen their understanding and enhance their technical skills while directly contributing to their role.

We understand that six hours per week may sound like a lot, but in reality, these activities align seamlessly with the tasks apprentices already perform. Rather than taking time away from their responsibilities, skills application is designed to complement their work - helping them develop essential expertise while delivering real business impact.

EXAMPLES OF SKILLS APPLICATION INCLUDE:

- ▶ Apprenticeship training & coach sessions
- ▶ Project work
- ▶ Relevant self-study activities including online courses, reading and watching videos
- ▶ Meetings
- ▶ Job Shadowing
- ▶ Independent Research





WHY TRAIN WITH BALTIC?

When you choose Baltic, you're selecting more than just a training provider—you're partnering with a team committed to your organisational success.

Our focus is on delivering high-quality, tailored training that drives real impact. We pride ourselves on our industry expertise, personalised approach, and commitment to excellence, ensuring that each learning experience is of the highest standard.



Ofsted Outstanding

We are proud to have received an Outstanding rating from Ofsted, reflecting the exceptional quality of our training and the positive impact we make on apprenticeships. This accolade confirms our commitment to delivering excellence in every aspect of the learner journey.



DfE Expert Provider

As a Department for Education (DfE) Expert Provider, we meet rigorous quality standards in apprenticeship training. This recognition reflects our commitment to excellence and gives us a voice in shaping national policy and the future of skills development across the UK.



Exceptional Achievement Rates

We consistently achieve some of the highest success rates in tech and digital apprenticeships. With a 98% first-time pass rate and an 86% higher achievement rate across our programmes, the majority of our apprentices earn a merit or distinction, reflecting the quality and impact of our training.

techUK TechUK Member

As members of TechUK, the UK's leading trade association for the technology sector, we gain direct access to the heart of the tech industry. This partnership ensures our training programmes are aligned with the sector's evolving needs, allowing us to continuously adapt and refine our offerings to provide apprentices with the most relevant and up-to-date skills.



RateMyApprenticeship Bronze

Baltic has been awarded the RateMyApprenticeship Bronze Award, ranking 3rd out of 50 training providers, based on apprentice feedback. This recognition highlights the exceptional quality of our training and the positive impact we have on our apprentices' learning experiences.



Sunday Times Best Places to Work

Recognised as one of the Sunday Times Best Places to Work, Baltic believes that the best teaching starts by investing in our people. We create a supportive and enriching work culture that nurtures the professional and personal growth of our staff, which in turn enhances the learning environment for our apprentices.

WHAT MAKES IT SPECIAL?

Be-Spoke Apprenticeship

No two businesses are the same, so we offer flexibility to tailor the programme to your needs. To personalise the apprenticeship, you will choose one expert module with an industry-recognised certification and two Be-Spoke modules to customise your programme. These modules, such as Prompt Engineering or AI Intermediate, ensure the training aligns with your team's specific needs and tech stack.

Baltic Live

Baltic Live is a virtual events schedule featuring sessions on technical skills, well-being, and soft skills, all led by industry professionals. These events provide apprentices with the opportunity to learn from experts, stay up to date with the latest trends, and enhance their overall personal and professional development.

Expert Curriculum

Our curriculum is developed by a team of experts with strong sector knowledge, working closely with our employers to ensure it meets industry needs. It focuses on equipping apprentices with practical, real-world skills, covering everything from SQL and Python to cloud platforms and data security, ensuring they are ready to make an impact in the workplace.

Personalised Support

At Baltic, we pride ourselves on providing outstanding learner support to ensure every apprentice has the best possible learning experience. From the start of their journey, each apprentice is assigned a dedicated coach who provides one-on-one guidance, regular feedback, and personalised training plans designed to suit each apprentice's learning style.

Cohort Model

Our cohort model encourages collaboration and engagement by bringing apprentices together in small groups, with classroom sizes capped at 14 apprentices. This structure ensures maximum interaction and personalised learning, making each apprentice's experience more impactful. Additionally, each coach stays with their cohort throughout the entire journey, offering continuous guidance and support at every stage.

END POINT ASSESSMENT //

The End Point Assessment (EPA) is the final element of the apprenticeship programme.

The End-Point Assessment (EPA) is the final stage of the apprenticeship. It has two components: a Project Proposal and Presentation with Questioning, and a Professional Discussion underpinned by a Portfolio.

Together, these assess how effectively the apprentice demonstrates the required Knowledge, Skills, and Behaviours (KSBs). Both elements must be passed to achieve the overall EPA grade.

For this programme, the EPA consists of two parts:

1.

Project Proposal & Presentation with Questioning

Apprentices will complete a 5,000-word project proposal addressing a business need and delivering measurable value, submitted within six weeks of the EPA start date. A presentation based on the proposal is submitted within eight weeks and delivered to an independent assessor. It lasts 15 minutes, followed by 30 minutes of questioning on the project and presentation.

2.

Professional Discussion Based on Portfolio

Apprentices take part in a 60-minute professional discussion supported by their portfolio of evidence. This two-way conversation allows them to demonstrate how they have applied the required Knowledge, Skills, and Behaviours (KSBs) in their role.



**Please contact Baltic Apprenticeships
for further information:**

T

01325 731 058

E

yourfuture@balticapprenticeships.com

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