



LEVEL 4 APPRENTICESHIP STANDARD

AI FOR BUSINESS AUTOMATION

**TURN AI AMBITION INTO OPERATIONAL IMPACT; MOVE
BEYOND EXPERIMENTATION AND BUILD SCALABLE AI-
POWERED AUTOMATION ACROSS YOUR ORGANISATION.**



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

Organisations are investing in AI and automation but often struggle to translate experimentation into real business value. Many teams lack the capability to identify the right opportunities, design effective solutions, and implement them responsibly.

The AI for Business Automation Level 4 programme develops professionals who can identify operational inefficiencies, design AI-enabled automation solutions, and implement them in a way that delivers measurable impact.

Apprentices build capability across the full automation lifecycle - from workflow analysis and opportunity identification through to solution design, implementation, and value realisation - while applying responsible AI practices throughout.

By the end of the programme, learners move beyond simply using AI tools to becoming practitioners who embed AI and automation into real organisational processes.

Delivery Method:

Blended Online Training & Self-Study

Duration:

15 Months Plus End Point Assessment



PROGRAMME DELIVERY

Each module is delivered through a structured 12-week learning cycle, designed to build capability through a combination of expert instruction, independent learning, and hands-on application.

This ensures learners don't just understand concepts; they can confidently apply them in real-world contexts.

THE LEARNING CYCLE

Educate

This stage builds foundational knowledge and sets direction. Our live instructor-led training sessions provide in-depth insight into the latest industry practices, where learners are introduced to core concepts, tools, and frameworks.

1-Day Workshop

Explore

This stage encourages independent problem-solving and skill development. Participants will deepen their understanding through self-led learning using our bespoke e-learning platform, Baltic360.

Self-Study Module

Embed

This stage focuses on real-world application, helping learners translate knowledge into capability. Led by expert coaches, learners will apply their knowledge through hands-on workshops and practical projects.

2-Day Workshop

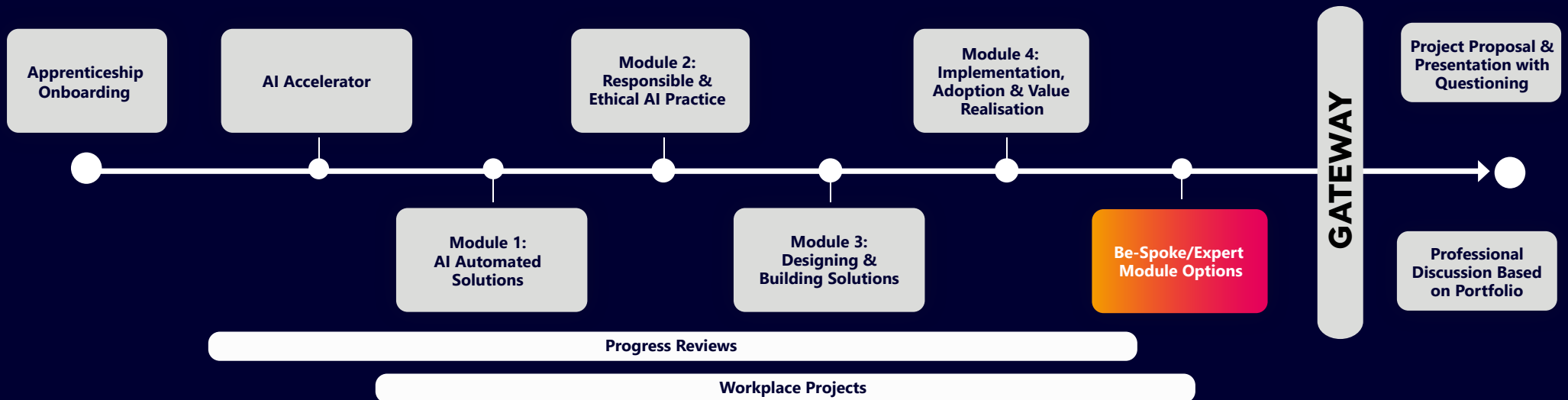


APPRENTICESHIP TIMELINE //

ONBOARDING

CORE TECHNICAL MODULES – MONTHS 2-15

ASSESSMENT



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 modules, 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.



MODULES

INTRO TO AI

This module 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 module 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.

TRAINING MODULES //

Module 1

AI AUTOMATED SOLUTIONS

This module introduces the role of AI and automation within business operations. Learners develop the ability to analyse workflows, identify inefficiencies, and assess where AI-enabled automation can deliver measurable value.

EDUCATE

Learners are introduced to AI and automation in business, focusing on analysing workflows, identifying inefficiencies, and recognising opportunities to apply AI tools to improve processes.

Trainer-Led Session
1-Day

EXPLORE

Learners deepen their understanding by analysing workflows, identifying automation opportunities, and evaluating their feasibility, potential value, and real-world impact.

Self-Led Learning

EMBED

Learners apply their skills to real organisational workflows, identifying, prioritising, and presenting automation opportunities aligned to business needs.

Trainer-Led Session
2-Days

Module 2

RESPONSIBLE & ETHICAL AI PRACTICE

This module develops learners' understanding of responsible AI use, including governance, ethics, and risk management. Learners build the capability to design and implement AI solutions that are safe, compliant, and aligned with organisational standards.

EDUCATE

Learners are introduced to the core principles of responsible AI, including governance frameworks, ethical considerations, and regulatory requirements such as data protection, privacy, and risk management.

Trainer-Led Session
1-Day

EXPLORE

Learners deepen their understanding by exploring how ethical and governance considerations apply in real-world scenarios, including evaluating AI outputs, identifying risks, and understanding data limitations and potential bias.

Self-Led Learning

EMBED

Learners apply responsible AI principles in practical scenarios, conducting risk assessments, designing safeguards, and developing governance approaches while communicating risks and mitigation strategies to stakeholders.

Trainer-Led Session
2-Days

TRAINING MODULES //

Module 3

DESIGNING & BUILDING SOLUTIONS

This module develops practical capability in designing, building, and testing AI-enabled automation solutions. Learners apply structured approaches to create effective, real-world solutions using modern tools and techniques.

EDUCATE

Learners are introduced to the key principles and tools used to design AI-enabled solutions, including workflow architecture, low/no-code platforms, prompt engineering, and approaches to testing and validation.

Trainer-Led Session
1-Day

EXPLORE

Learners deepen their understanding through hands-on experimentation, exploring automation tools, designing prompts for different use cases, and evaluating how AI integrates with workflows, data, and systems.

Self-Led Learning

EMBED

Learners apply their skills by designing, building, and testing AI-enabled automation solutions, refining performance, and presenting their solutions and design decisions in a business context.

Trainer-Led Session
2-Days

Module 4

IMPLEMENTATION, ADOPTION & VALUE REALISATION

This module focuses on deploying AI solutions within organisations, driving adoption, and ensuring measurable business value. Learners develop the capability to implement, monitor, and optimise solutions to deliver sustained impact.

EDUCATE

Learners are introduced to implementation strategies, including deployment approaches, change management, stakeholder engagement, and methods for measuring success and performance.

Trainer-Led Session
1-Day

EXPLORE

Learners deepen their understanding by exploring how AI solutions are implemented in real-world contexts, including overcoming adoption barriers, evaluating performance metrics, and analysing continuous improvement and risk in live environments.

Self-Led Learning

EMBED

Learners apply their skills by planning and implementing AI solutions, developing adoption strategies, measuring impact, and presenting outcomes that demonstrate clear business value.

Trainer-Led Session
2-Days

TOOLS & TECHNOLOGIES

The product is designed to be tool-agnostic, meaning apprentices will learn concepts they can apply to a tool in their organisation's tech stack. However, to teach practical skills, learners will gain experience with the following tools:

Power Automate



Copilot Studio



BE-SPOKE

DESIGNED BY YOU. DELIVERED BY US.

WHAT IS BE-SPOKE?

In today's dynamic business landscape, one size certainly does NOT fit all.

Our Be-Spoke programmes unlock the power of customisation, providing personalised training solutions that ensure your employees receive development tailored to their role.

We've revolutionised the apprenticeship experience with tailor-made programmes, empowering you to craft the perfect learning journey for your business. With our innovative approach, you're not just choosing an apprenticeship but designing your own learning blueprint.

WHY CHOOSE A BE-SPOKE APPRENTICESHIP?

Traditional apprenticeship models are great – but they have some limitations.

They can be rigid, offering a one-size-fits-all approach that often doesn't align with specific business needs. They lack flexibility in curriculum and industry-specific training, which can lead to a skills mismatch between what apprentices learn and what employers require.

Additionally, standard programmes can be difficult to scale across multiple locations or niche roles, but tailored apprenticeship programmes, like Be-Spoke, address these issues by offering customisation, ensuring better alignment with business goals and improved outcomes.

WHAT IS INCLUDED IN OUR BE-SPOKE APPRENTICESHIPS?

Core Modules

Our Core Modules provide learners with the key skills and knowledge required to successfully achieve the Apprenticeship Standard's qualification.

AI Accelerator

Our AI Accelerator gives every apprentice the confidence to use AI tools effectively and responsibly in their role, supporting smarter working and strategic thinking.

Be-Spoke Modules

You will choose two Be-Spoke modules to bolt onto the apprenticeship programme. These are specific to your sector and are designed to take the programme to the next level.

Expert Modules

Our Expert Modules cover industry-recognised tools and technologies, and some have commercial certifications attached to them.

CORE MODULES

Each Be-Spoke programme consists of a set of Core-Spoke Modules. These modules are tailored around the Apprenticeship Standard's occupational duties and knowledge, skills, & behaviour, designed to prepare learners for their End-Point Assessment. Because you chose LEVEL 3 CONTENT CREATOR, your chosen core modules are...

Planning and Creating Content Strategies

This course requires learners with an understanding of how to conduct effective marketing research, create social media plans and an measurable campaign goals.

Short-Form Video Content: TikTok & Reels

In this course, we cover how to create video content that boosts audience engagement using both short and long-form video, and how to use the Adobe Suite to create engaging and informative video and audio content.

Video Production & Podcasting: Adobe Premiere Pro

In this course, we cover how to create video content using Adobe Premiere Pro and how to use the Adobe Suite to create engaging and informative video and audio content.

Creating Professional Graphics: Photoshop & Canva

In this course, we cover how to create professional quality graphics using Adobe Photoshop and Canva. Through our practical training, we develop the skills needed to create high quality and professional graphics.

Web Content Creation: SEO Techniques

Through practical training, we cover how to create content that is optimised for search engines. Through our practical training, we cover how to create content that is optimised for search engines.

Effective Email Marketing: Mailchimp

In this course, we provide hands-on experience with one of the most widely used email marketing tools. Through our practical training, we develop the skills needed to create high quality and professional email campaigns.

Campaign Performance & Evaluating Success

Through hands-on activities, we teach how to analyse content performance and implement improvements for future marketing projects.

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EXPERT MODULES

Please choose one Expert Module. These modules allow learners to gain proficiency in the specific tools & systems businesses may be offering additional accredited certifications.

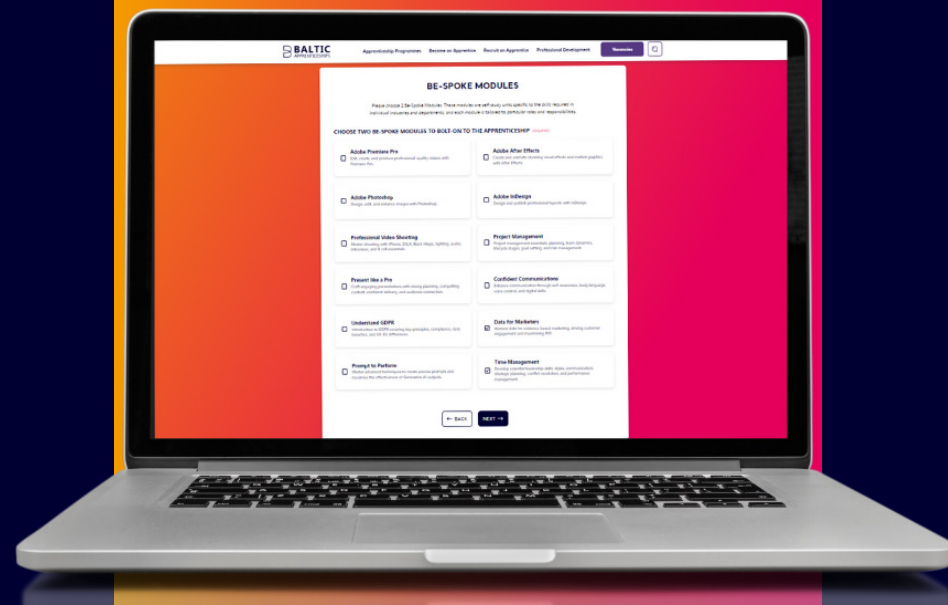
PLEASE CHOOSE AN EXPERT MODULE (required)

☐ Google Analytics (E-VX3260 Google Analytics Certification)
Participants will successfully set up a data property for a website or an app and collect relevant data using the reporting tools.

☐ Google Ads (E-VDRY10 Google Ads Search Certification)
Participants will be able to develop a Google Search Strategy with clear campaign marketing plans to generate leads, sales and seek to uplift long-term growth.

☐ Adobe Creative Cloud
This platform offers a variety of creative tools, allowing participants to master graphic design, video editing, or web development to create, edit, and collaborate across various media seamlessly.

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YOUR DETAILS

First Name (required)

Last Name (required)

Company Name

Job Title

Email Address (required)

Confirm Email Address (required)

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YOUR BE-SPOKE APPRENTICESHIP //

AI ACCELERATOR

All Mandatory

- ☐ Introduction to AI
- ☐ Prompt Engineering

CORE MODULES

All Mandatory

- ☐ AI Automated Solutions
- ☐ Responsible & Ethical AI
- ☐ Designing & Building Solutions
- ☐ Implementation, Adoption & Value

BE-SPOKE MODULES

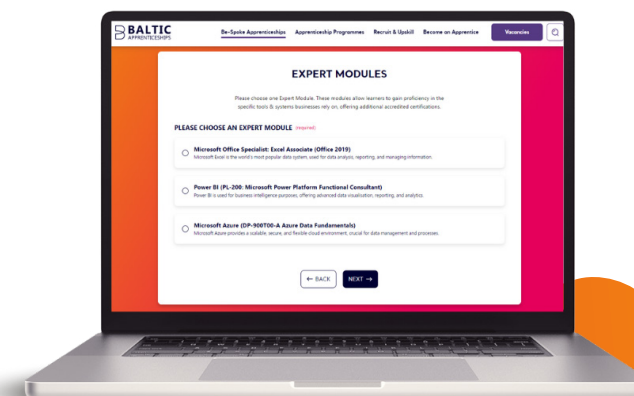
Choose 2

- ☐ Presenting like a Pro
- ☐ Social Engineering
- ☐ Project Management
- ☐ Enhancing Efficiency with Microsoft Copilot
- ☐ Leadership & Management
- ☐ Problem Solving & Innovation
- ☐ Confident Communication
- ☐ Process Improvement
- ☐ Managing Up: Influencing without Authority
- ☐ Writing Effective Expressions in Power Automate
- ☐ Introduction to Dataverse

EXPERT MODULES

Choose 1

- ☐ Power Platform Fundamentals
- ☐ AI & Automation: Business Solutions with Microsoft Applied Skills



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 and two Be-Spoke modules to customise your programme, to 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 learners 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 apprentices 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
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