

Level 4 AI Transformation Specialist.

This apprenticeship equips your organisation with the skills to lead AI-powered transformation, combining core business analysis with cutting-edge AI tools to streamline processes, enhance decision-making and deliver value.

Learners gain the skills to communicate in the language of data science, understand machine learning models, and translate complex business challenges into AI-driven solutions.

The programme embeds practical, ethical and strategically aligned AI capabilities – empowering teams to drive change, optimise performance and shape future-ready organisations. Learners will be able to identify exactly where AI can add value, as well as be able to collaborate effectively with technical teams and ensure solutions are ethical, secure and aligned with business goals.

Equipped with the latest techniques in data engineering, automation, and AI strategy, today's business analyst becomes tomorrow's innovation catalyst, bridging the gap between emerging technology and real-world impact.

Who's it for?

This apprenticeship is ideal for people in business or change analysis, business transformation, or project management roles who are natural problem-solvers and have a keen interest in leveraging technology for strategic advantage.

Typical job roles include: Junior Business Analyst, Business Analyst, Change Analyst, System Analyst, AI Business Analyst, Product Owner.

Business impacts

- ✓ Reveal clearer insights that open up stronger business opportunities
- ✓ Streamline complex processes to improve speed, accuracy and efficiency
- ✓ Reduce delivery risk by understanding impacts earlier and more precisely
- ✓ Give leaders sharper evidence to back confident strategic choices
- ✓ Move from idea to tested solution faster than before
- ✓ Strengthen organisational capability with analysts skilled in modern data tools

Built for performance

- ✓ **AI embedded across every programme.** Equipping your workforce to develop job-ready skills that boost productivity and drive business impact.
- ✓ **Measurable business impact, not just learning outcomes.** Learners complete real workplace projects, supported by Coaches who help translate skills into demonstrable ROI.
- ✓ **Hands-on learning through virtual labs.** Guided virtual labs allow learners to safely experiment with real tools and technologies, mirroring real-world technical environments.
- ✓ **Relevant, tailored learning.** Data-sets and case studies can be adapted to ensure learning remains relevant to the individual and the sector or business area they work in.
- ✓ **Verified digital credentials employers can trust.** Digital badges and vendor-aligned certifications provide secure, shareable evidence of skills and progression.
- ✓ **Personalised continuous development.** Learners have the 'digital edge' – masterclasses, podcasts, guest speakers, in-person meet-ups, on-demand e-learning tech modules – all available according to their needs and interests.

Programme overview.

Apprenticeship standard: Business Analyst

Cost: £18,000

Duration: 16 to 18 months

Entry requirements

As a minimum learners will need to have:

- Five GCSEs at grades 9 to 4 (A* to C)
- Level 3 qualification such as A-Levels (or equivalent)

For learners that do not have GCSE English and/or maths at grades 9 to 4 (A* to C):

- Learners aged 16–18 years must study and pass Functional Skills English and/or maths as part of the apprenticeship programme
- Learners aged 19 or above on the day they start the programme do not need to study or pass Functional Skills English and/or maths, unless required by their employer



Prepare for the challenges of tomorrow

Get ahead of evolving workforce skills needs

Every BPP apprentice has access to our exclusive Emerging Skills programme.

Comprised of four bespoke courses, the programme combines expertise from BPP, Microsoft and xUnlocked to give learners essential knowledge and skills in the rapidly emerging areas of AI, cyber security and sustainability.

- ✓ Available to all learners at no extra cost
- ✓ Accessible anytime, anywhere via our virtual learning platform
- ✓ Self-paced learning to fit into any busy schedule



Programme contents

Generative AI Fundamentals (Four modules)

Developed by BPP's expert data scientists, this course offers an introduction to working with generative AI effectively, safely and ethically.

Introduction to Sustainability (Six modules)

Developed in partnership with sustainability experts, xUnlocked, this course builds fundamental knowledge on sustainability and sustainable working practices.

Microsoft AI and Security Essentials (Seven modules)

This course begins with a core AI Essentials pathway, followed by a choice between AI Fundamentals or Security. Microsoft digital badges are awarded throughout, with the option to earn a recognised Microsoft Certification upon completion.

Cyber Security (Three modules)

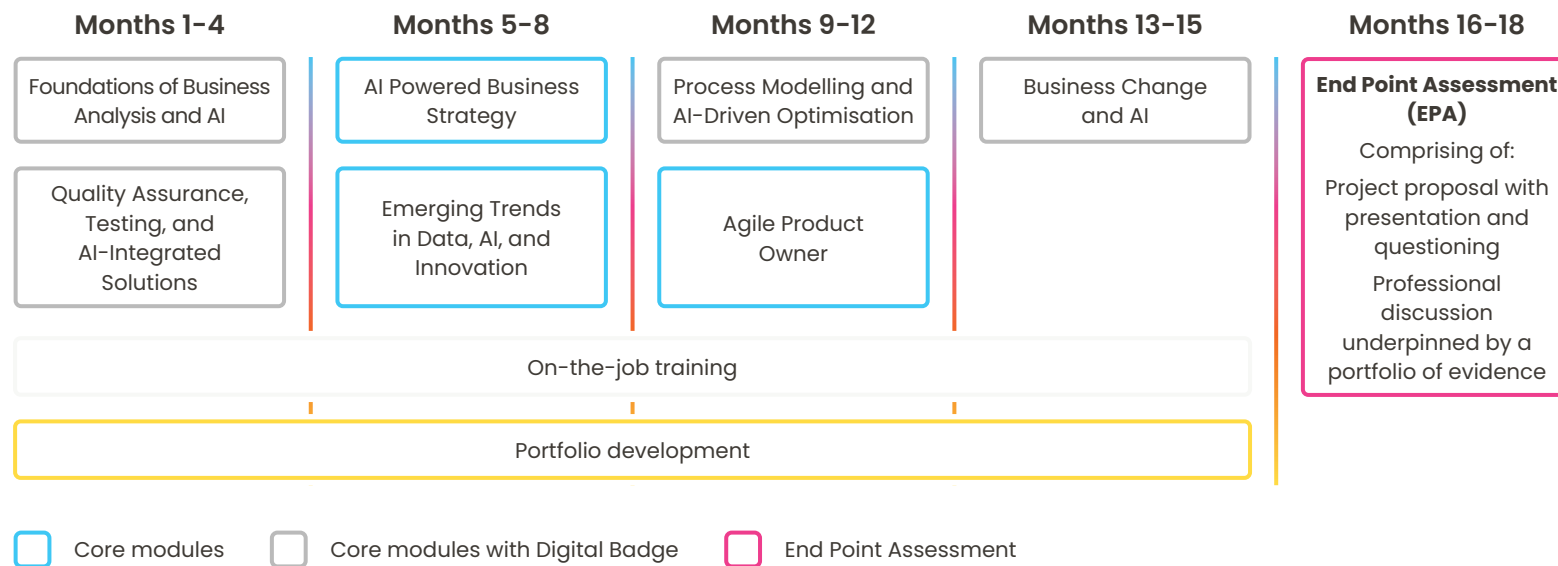
Designed by BPP's cyber experts, this course provides a clear and practical introduction to the importance of cyber security, the most common attack techniques everyone should be aware of, and the fast-changing digital threat landscape.

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Study mode

Online weekly: flexible learning that fits busy schedules, with two to three hours of online live lectures and seminars.

18-month programme (inc. EPA)



Apprenticeship standard

Business Analyst

Delivered by

BPP

Time commitment*

- 15 months** on programme
- 120 hours** (*two hours per week*) in online live training sessions (*60 sessions in total*)
- 3-4 hours** guided self-study, per module, via our virtual learning platform
- 1-hour** performance coaching session, every month
- 1-hour** progress review, every eight weeks
- 1-hour** EPA preparation session
- 3 months** in End Point Assessment
- Off-the-job training** (*average six hours a week*) Apprentices have dedicated learning time within their normal working hours to develop new skills directly linked to their apprenticeship. Training, mentoring, online learning and project work all count toward this time, and sit alongside their normal duties, not outside them.

*On average.

Programme modules.

Foundations of Business Analysis and AI

This module introduces learners to the core principles of business analysis and how AI enhances investigation, requirement-setting and solution design. They explore the role of AI in improving efficiency, supporting impact assessments and strengthening business cases, giving them the confidence to apply analytical thinking within real organisational contexts.

AI Powered Business Strategy

This module helps learners understand how AI supports strategic planning, market analysis and long-term business direction. They explore how machine learning and language technologies shape strategy development and enable organisations to respond to shifting market conditions. Learners build the skills to integrate AI thinking into strategic decision-making, innovation and competitive performance.

Process Modelling and AI-Driven Optimisation

This module builds learners' ability to map business processes clearly and identify opportunities for improvement. They explore how AI supports optimisation, automation and continuous improvement, enabling organisations to streamline workflows and reduce inefficiencies. The focus is on creating accurate process models that inform smarter, faster and more consistent operational decisions.

Business Change and AI

This module helps learners understand how AI supports organisational change by analysing internal and external business environments. They explore how data-driven insights strengthen decision-making and how AI-enabled innovation can create meaningful improvements. The focus is on helping organisations adapt, remain competitive and deliver sustainable, positive change.

Quality Assurance, Testing, and AI-Integrated Solutions

This module develops learners' understanding of quality assurance and testing within modern, AI-enabled environments. They explore established quality frameworks alongside AI-driven testing methods, automation and predictive risk identification. By combining structured methodologies with intelligent tooling, learners help ensure solutions are reliable, accurate and aligned with organisational quality expectations.

Emerging Trends in Data, AI, and Innovation

This module helps learners stay ahead of emerging technologies and understand how new data and AI trends drive business change. They explore forecasting, insight generation and the strategic use of innovation to support growth. Learners develop the adaptability and technological awareness needed to harness evolving tools for meaningful organisational improvement.

Programme modules.

Agile Product Owner

This module gives learners a clear understanding of Agile methodologies and the responsibilities of the product owner. They explore how the role connects with business analysis practice and examine the benefits and challenges of Agile environments. Learners gain the skills to shape effective product direction and support teams in delivering value iteratively.

Competencies

Competencies gained with this programme include:

- AI-assisted process modelling
- AI-supported requirements engineering
- AI-enhanced quality assurance and testing
- AI for ROI and financial analysis

Required Tools

This course requires learners to have access to Microsoft Excel (ideally 2016 or later) and Power BI Desktop (free, no license required). Additionally, learners must have access to free generative AI (GenAI) tools such as OpenAI's ChatGPT, Google's Gemini, Anthropic's Claude, or Microsoft's Copilot.

As organisational policies on generative AI tools vary, learners must secure approval from their employer and confirm access before applying to this programme.

Transformative *technologies*.

Designed to make real-world impact, our on-demand, self-paced asynchronous modules build awareness of transformative technologies, with coverage of artificial intelligence and an evolving roadmap to explore digital twins, edge computing and other emerging technologies.

- ✓ Available to all learners at no extra cost
- ✓ Bespoke to BPP, developed by our expert data scientists
- ✓ Self-guided online learning to fit into any busy schedule
- ✓ Accessible anytime, anywhere via our virtual learning platform



Knowledge and skills gained

Focusing on practical application of technical and non-technical AI skills, the modules explore AI's capacity to optimise structured interactions, align governance frameworks, and deploy scalable solutions, with a significant focus on ethical considerations and operational efficiency.

- ✓ Ability to design and implement complex prompts for diverse use cases
- ✓ Understanding and application of HITL techniques and fact-checking principles
- ✓ Ability to conduct prompt A/B testing
- ✓ Understanding of AI governance frameworks and compliance requirements
- ✓ Ability to adapt AI messaging for different stakeholders
- ✓ Ability to assess AI ecosystems
- ✓ Understanding of API-driven generative AI (GenAI) benefits



Tools

Large language models (LLMs) (for example Copilot or Google Gemini)
No-code AI automation platforms (no prior coding knowledge required)

Optional masterclasses

 Live online sessions available every month

Example topics include:

- Data Leadership
- Ethical Hacking and Cyber Security
- Discovering and Analysing Market Trends
- Sustainable Technology and Green Computing
- Responsible AI
- Setting AI Strategy
- Emerging Landscapes – AI
- Quantum Computing Fundamentals

