BALTIC
APPRENTICESHIPS
www.balticapprenticeships.com

PROGRAMME BROCHURE

OUR APPRENTICESHIPS HELP BUSINESSES OF TODAY BUILD THE TALENT OF TOMORROW.

Ofsted
Outstanding
Provider

CONTENTS //

WHO ARE BALTIC APPRENTICESHIPS?

Baltic Apprenticeships are dedicated to delivering high-quality education and training to aspiring professionals, offering training in data, IT, software development, and digital marketing,

We're on a mission to accelerate careers through accessible education that inspires life-long learning and personal growth. At Baltic, everything we do is built on a foundation of complete care - care for our learners, our employers, and our team.

KEY ACHIEVEMENTS AND AWARDS

SELF-STUDY COURSE FOR ALL APPRENTICES

INTRODUCTION TO AI

We're committed to building sought-after critical AI skills and preparing our learners for today's digital economy, so all our apprentices are enrolled on our Introduction to AI course prior to technical training.

This interactive, 3-part course ensures learners gain a comprehensive overview of AI principles; recognising its origins, categories, and capabilities.

The course teaches Generative AI best practices to improve output, including the use of prompts and personas, ensuring participants can use Generative AI models (such as ChatGPT & Google Gemini) effectively and responsibly. We empower learners to understand why, when, and how to use the appropriate AI model for their task – unlocking automation, analysis, and advanced personalisation.

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 are delivered in 2-day blocks via Microsoft Teams. Each module provides learners with the key skills and knowledge required to successfully achieve the Apprenticeship Standard's qualification.

Expert Modules

Our expert modules are delivered through live workshops by our expert coaches. These cover industry-recognised tools and technologies, and some have commercial certifications attached to them.

Essential Modules

Our essential modules are self-study, mandatory courses that provide employees with the foundational skills they need to become versatile and effective professionals in today's digital landscape.

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.
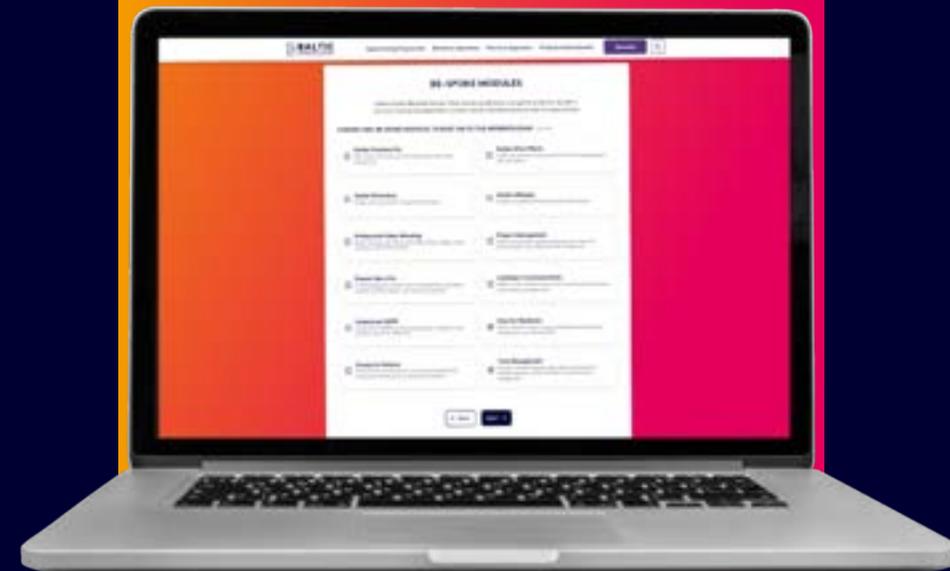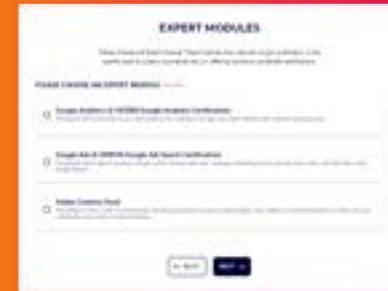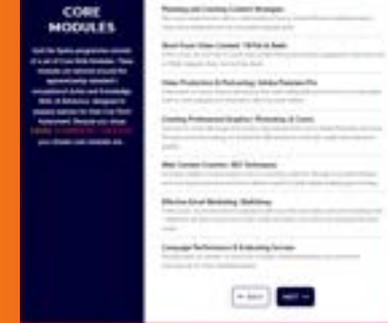
DATA PROGRAMMES

LEVEL 3
DATA & BUSINESS INSIGHTS

LEVEL 4
DATA ANALYST

LEVEL 5
DATA ENGINEER

LEVEL 3
DATA & BUSINESS INSIGHTS

To harness the full potential of data and support strategic business choices, your employees must possess data skills that empower them to extract meaningful insights from complex datasets.

Our Level 3 Data & Business Insights programme builds data management, analysis, visualisation and communication skills that support immediate business goals while building long-term resilience, positioning your business for sustained growth in a data-centric world.

This programme can be tailored to your specific business needs through our Be-Spoke initiative, meaning it is adaptable for employees with differing technical experience. Through a combination of live training, industry-led masterclasses, and personalised resources, this programme unlocks data capabilities and sparks digital transformation.

COURSE LENGTH //

UP TO 15 MONTHS INCLUDING END POINT ASSESSMENT

ACHIEVEMENT RATE //

98% HIGHER ACHIEVEMENT RATE
(MERIT OR DISTINCTION)

TRAINING COURSES //

Course 1
DISCOVER DATA FOUNDATIONS

This introductory course builds confidence in handling business data. Learners will explore the different types of data they encounter, where it comes from, and how it is stored and structured.

Using practical exercises, they'll learn how to extract and format datasets, while understanding how workplace roles and communication styles influence how data is shared. The course also introduces how organisational standards shape the way data is collected and managed in practice.

Over two days, learners will:

- ▶ Understand data types, sources, and storage formats
- ▶ Explore how workplace roles affect access to, and communication of, data
- ▶ Learn how to extract and format data in line with organisational standards

Course 2
PROTECT DATA QUALITY

This course develops the skills needed to keep data accurate, secure, and ethically managed. Learners will identify and fix common data quality issues, anonymise sensitive data, and explore regulatory and ethical responsibilities including GDPR. They'll also consider sustainable data practices and learn how to use AI tools responsibly to support quality checks.

Over two days, learners will:

- ▶ Identify common data quality issues and apply validation techniques
- ▶ Understand anonymisation techniques and why they are important
- ▶ Explore legal and ethical frameworks such as GDPR and responsible AI

Course 3
TRANSFORM DATA

Learners will gain practical skills in blending and transforming datasets from multiple sources. They'll practice filtering, querying, and restructuring data using Excel functions and Power Query, while also learning how to validate and check their work. We continue to expand AI knowledge in this course, showing how tools can optimise cleaning and blending processes, making repetitive tasks quicker and more efficient.

Over two days, learners will:

- ▶ Combine and transform datasets using Excel functions and Power Query
- ▶ Apply filtering and validation techniques to improve data quality
- ▶ Use AI prompts to research and apply transformation methods

TRAINING COURSES //

Course 4
EXPLORE DATA INSIGHTS

This course takes learners from handling data to uncovering insights. They'll develop confidence applying basic statistical techniques, auditing datasets for quality, and creating clear, professional visuals using Excel. Learners will also see how AI tools can provide quick summaries or suggested visuals to support their analysis. By the end, they will be able to document and present their findings in a way that supports business decision-making.

Over two days, learners will:

- Apply statistical methods to identify patterns and trends
- Use spreadsheets to build charts, tables, and visualisations
- Audit and document data processes to ensure accuracy and consistency

Course 5
INFLUENCE WITH DATA

This final course equips learners to communicate insights with impact. They will practice tailoring data messages for different audiences, from technical peers to senior leaders, and learn how to collaborate effectively when working with shared datasets. The course also highlights the importance of cultural awareness, equity, diversity, and inclusion, alongside future-facing topics such as AI and IoT - preparing learners to contribute to data-driven strategies with confidence.

Over two days, learners will:

- Communicate findings clearly to both technical and non-technical audiences
- Explore future-facing topics such as AI, IoT, and the importance of EDI in data
- Apply storytelling techniques to make data meaningful

LEVEL 3 DATA & BUSINESS INSIGHTS
YOUR BE-SPOKE APPRENTICESHIP //

BE-SPOKE
DESIGNED BY YOU. DELIVERED BY US.

CORE MODULES
All Mandatory

- Discover Data Foundations
- Protect Data Quality
- Transform Data
- Explore Data Insights
- Influene with Data

AI MODULES
All Mandatory

- Introduction to AI
- Prompt Engineering

BE-SPOKE MODULES
Choose 2

- Process Improvement
- Problem Solving & Innovation
- Understanding GDPR
- Data In Marketing
- Confident Communication
- Enhancing Efficiency with Microsoft Copilot
- Presenting Like a Pro
- Leadership & Management
- Project Management
- Excel Advanced Formula & Functions
- Excel Macros
- Introduction to SQL for Data
- Introduction to Python for Data
- Social Engineering

EXPERT MODULES
Choose 1

- Microsoft Excel Associate
- Power BI: Dashboard in a Day
- Azure Data Fundamentals
- Tableau for Business Insights
- Power Query Fundamentals

Turn the Programme Green

- Decarbonisation, Achieving Net Zero
- ESG Reporting and Auditing

Create your Be-Spoke Apprenticeship

LEVEL 4
DATA ANALYST

Reveal important business insights through advanced data skills to power a better business.

Our advanced curriculum encapsulates everything a Data Analyst needs to succeed, including hands-on training in data modelling, predictive analytics, effective use of SQL and Python, and the legal frameworks for ethical data use.

This Level 4 programme empowers people to work strategically with data to reveal important insights for your organisation. Eventually, a Data Analyst apprentice can lead data analysis projects, which will involve collaborating with senior management and stakeholders to identify project goals, conduct independent research and analysis, and present findings.

COURSE LENGTH //

UP TO 15 MONTHS PLUS END POINT ASSESSMENT

ACHIEVEMENT RATE //

80% HIGHER ACHIEVEMENT RATE
(MERIT OR DISTINCTION)

TRAINING COURSES //

Course 1
DATA ANALYSIS CONCEPTS

This course focuses on the core concepts and principles of data analysis. Participants will build on foundational knowledge through an advanced exploration of the data lifecycle, data architecture, and current data regulations.

Over 2 days, we'll cover the following topics:

- ▶ The data lifecycle
- ▶ Data types and classifications
- ▶ Quantitative and qualitative data
- ▶ Applied data regulations and ethics
- ▶ Data architecture and databases

Course 2
SQL FOR DATA ANALYSIS

SQL is the standard language for relational database systems and is a cornerstone of professional data analysis. This course has a practical focus and will teach participants to create data structures and apply data modelling techniques with SQL.

Over 2 days, we'll cover the following topics:

- ▶ Applied data structures
- ▶ Data warehousing
- ▶ Data modelling structures
- ▶ Normalisation and de-normalisation
- ▶ SQL for data analysis

TRAINING COURSES //

Course 3
DATA ANALYSIS USING PYTHON

This course will develop knowledge and skills in the use of Python, one of the most widely used languages for data analysis. Learners will explore different types of analysis and how Python can be effectively deployed within data workflows.

Over two days, learners will:

▶ Types of analyses

▶ Understanding CRISP-DM data science project management

▶ Applied data wrangling

▶ Data project lifecycles

▶ Python for data analysis

▶ Python Libraries

Course 4
DATA VISUALISATION USING POWERBI, PYTHON & EXCEL

Effective data visualisation can transform complex datasets into actionable insights that drive business change. In this course, we teach impactful data visualisation through Python, Microsoft PowerBI and Microsoft Excel.

To put their new knowledge to the test, learners will important, clean and transform a fictional data set into a visual PowerBI dashboard.

Over two days, learners will:

▶ **Beginner to immediate in PowerBI & Python**

▶ **Proficient in creating powerful visualisations using drilldowns**

▶ **Confident in more advanced statistical methods**

LEVEL 4 DATA ANALYST
YOUR BE-SPOKE APPRENTICESHIP //

BE-SPOKE
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CORE MODULES
All Mandatory

- Data Analysis Concepts
- SQL For Data Analysis
- Data Analysis using Python
- Data Visualisation using PowerBI, Python and Excel

ESSENTIAL MODULES
All Mandatory

- Introduction to AI
- Personal & Social Responsibility
- Perfecting Report Writing Skills using Gen AI

BE-SPOKE MODULES
Choose 2

- Process Improvement
- Project Management
- Confident Communication
- Problem Solving & Innovation
- Prompt to Perform
- Leadership & Management
- Introduction to SQL for Data
- Introduction to Python for Data
- Excel Advanced Formula & Functions
- Excel Macros
- Enhancing Efficiency with Microsoft Copilot
- Presenting like a Pro

EXPERT MODULES
Choose 1

- CompTIA Data+
- Microsoft Excel Expert
- Microsoft Azure Data Fundamentals
- Design and Manage Analytics Solutions Using Power BI
- Certificate in Decarbonisation: Achieving Net Zero
- Certificate in ESG Reporting and Auditing

Create your Be-Spoke Apprenticeship

LEVEL 5
DATA ENGINEER

Equip your workforce with the essential skills to build, manage, and optimise data pipelines.

By leveraging cloud technology, automation, and innovative data solutions, we train Data Engineers to turn raw data into actionable insights that drive business value.

The Data Engineer Level 5 Apprenticeship is designed for professionals in data-focused roles,providing a structured pathway to enhance expertise in data engineering. Learners will develop skills in building and managing data pipelines, ensuring data quality, and supporting analytical processes,with topics covering data architecture, governance, and security.

COURSE LENGTH //

UP TO 19 MONTHS INCLUDING END POINT ASSESSMENT

TRAINING COURSES //

INTRODUCTION
BUILDING TRUST WITH DATA

This module introduces the programme, the role of a data engineer, and key concepts in compliance. Learners explore GDPR, governance principles, and ethical data management through interactive tasks.

**Trainer-led Session
Half Day**

AREAS COVERED:

▶ Programme structure, timeline & expectations

▶ The role of a Data Engineer

▶ Regulatory compliance

▶ Key data protection regulations

▶ Data governance

▶ Data system design

▶ Sensitive data and ethical risks

▶ Decision trees & simulation

COURSE 1
DESIGNING DATA PIPELINES

Apprentices dive into core data engineering concepts, designing and optimising ETL, ELT, batch, and streaming pipelines using tools like Azure and GCP, with hands-on system-building experience.

**Trainer-led Session
Two Day**

AREAS COVERED:

▶ Data pipelines in data architecture

▶ Pipeline paradigms (ETL vs ELT, batch vs streaming)

▶ Pipeline implementations

▶ Cloud tools for pipeline development

▶ Pipeline performance, scalability, and maintainability

▶ Designing data pipelines from scratch

▶ Visualise pipeline architecture

▶ Architectural principles

▶ Architectural trade-offs

COURSE 2
QUALITY ENGINEERING FOR SCALABLE SYSTEMS

Learners examine data quality fundamentals, including detection and assurance techniques. They apply AI-based cleaning, synthetic data, and case studies to ensure data accuracy and reliability.

Self-study

AREAS COVERED:

▶ Data quality dimensions

▶ Common data quality issues

▶ System performance monitoring

▶ Resolving data bottlenecks

▶ Automated data quality assurance

▶ AI for anomaly detection & synthetic datasets

▶ Custom data quality dashboards

▶ Continuous data quality improvement

TRAINING COURSES //

COURSE 3
EVALUATING DATA STORAGE SOLUTIONS

Apprentices learn to assess, integrate, and maintain scalable storage systems. Through design tasks, they explore cloud, distributed, and legacy setups to build secure, cost-effective architectures.

Trainer-led Session
One Day

AREAS COVERED:

- Storage solution design
- Data product design, efficiency, and security
- Designing collaborative workflows
- Data storage solutions
- Capacity planning, backup strategies & sustainability practices
- Cross-platform data integration
- Cloud and on-premises data systems

COURSE 4
ENHANCING DATA PROJECTS WITH GEN AI

Learners will build skills for managing data projects, with a focus on version control, automation, governance, and communication. Learners use Generative AI to prototype and deliver insights in agile settings.

Self Study

AREAS COVERED:

- Managing workflows with tools like Git & SharePoint
- Applying version control & governance for data integrity
- Automating workflows with scripts & schedulers
- Adapting communication for audiences & project phases
- GenAI for prototyping and user story development
- Collaborating to evolve and maintain data solutions

COURSE 5
DATA PRODUCT DEPLOYMENT

Ths course covers deploying data products across on-prem, cloud, and hybrid setups. Learners use CI/CD, scalability, and monitoring tools to support secure, reliable, and continuously improving solutions.

Self Study

AREAS COVERED:

- Effective deployment strategies
- Automating with CI/CD pipelines and scripts
- Ensuring scalability and security
- Monitoring data product performance
- Conducting performance testing
- Collecting and analysing user feedback
- Documenting evaluations and changes
- AI for CI/CD pipeline optimisation and predictive monitoring

TRAINING COURSES //

COURSE 6
CLOUD-BASED ENGINEERING WITH MICROSOFT, AMAZON OR GOOGLE

This module gives apprentices hands-on experience with designing and managing data solutions in GCP, AWS, or Azure. They build platform-specific skills in infrastructure, automation, and security while preparing for a recognised cloud certification.

Trainer-led Session
Two Day

AREAS COVERED:

- ▶ Designing and deploying secure, scalable cloud setups
- ▶ Configuring compute, storage & networking for performance
- ▶ Automating pipelines with IaC and cloud-native tools
- ▶ Optimising & troubleshoot cloud-based data systems
- ▶ Applying security, access & compliance best practices

CUSTOMISED CLOUD CERTIFICATION:

- ▶ Google Cloud Platform: Associate Cloud Engineer Certification
- ▶ AWS Certified Data Engineer Associate Certification
- ▶ Microsoft Fabric Data Engineer

TRAINING COURSES //

COURSE 7
DATA MANAGEMENT WITH SQL & GEN AI

Covers core SQL for managing data, with a focus on complex queries, transformation, and optimisation. Learners build practical skills and use Generative AI to boost query quality and performance.

**Trainer-led Session
Two Day**

AREAS COVERED:

▶ Write advanced SQL with joins, subqueries & set operations

▶ Data transformation using SQL for ETL processes

▶ Optimising SQL queries

▶ Relational schemas using normalisation principles

▶ Constraints for data integrity and consistency

▶ SQL integration for real-time or batch processing

▶ Using AI to generate, optimise, and manage SQL queries

COURSE 8
ADVANCED NOSQL & DATA INTEGRATION

Explores NoSQL databases - document, key-value, column, and graph. Learners apply modelling techniques, integrate systems, and use tools like Kafka, Spark, and Generative AI for hybrid planning.

**Trainer-led Session
Two Day**

AREAS COVERED:

▶ NoSQL types and use cases

▶ Scalable NoSQL schemas

▶ Advanced NoSQL queries

▶ Optimising NoSQL queries

▶ Integrating NoSQL with relational databases

▶ Real-time data pipelines using streaming tools

▶ Ensuring data consistency

▶ GenAI for schema design and data integration planning

COURSE 9
IMPACTFUL DATA ENGINEERING SOLUTIONS

Applies core skills in real-world scenarios, covering processing types, legacy integration, deployment, and recovery. Learners build resilience, prototype solutions, and document decisions using industry tools.

**Trainer-led Session
Two Day**

AREAS COVERED:

▶ Evaluating processing approaches (batch vs streaming)

▶ Integrating data from legacy systems

▶ Implementing disaster recovery plans

▶ Monitoring systems for performance

▶ Transitioning from prototype to production

▶ Change management and incident response

▶ Documentation and communication strategies

TRAINING COURSES //

COURSE 10

END POINT ASSESSMENT PREPERATION

The final module prepares apprentices for their EPA with interactive activities like quizzes, case studies, mock presentations, and interview practice. Learners use the STAR technique, get peer feedback, and review key concepts to build confidence across all EPA elements.

Trainer-led Session
Two Day

AREAS COVERED:

▶ Understand the structure and expectations of the EPA

▶ Identify strengths and gaps through self-assessment

▶ Connect theory to practice using case studies

▶ Present a project with clarity and confidence

▶ Respond effectively to interview questions using STAR

▶ Revise and clarify challenging concepts.

BE-SPOKE

DESIGNED BY YOU. DELIVERED BY US.

BE-SPOKE YOUR APPRENTICESHIP

Apprenticeships as unique as your business – designed by you, delivered by us.

Our Be-Spoke apprenticeship model ensures your training aligns perfectly with business strategies, industry demands, and core values, creating a more effective and tailored development pathway for your apprentices. Be-Spoke gives you the tools to easily create apprenticeship programmes that are fully aligned with your industry-specific requirements. Each Be-Spoke apprenticeship is made up of 4 key features: **Core Modules, Essential Modules, Expert Modules, and Be-Spoke Modules.**

With our innovative approach, you're not just selecting an apprenticeship but curating an entirely bespoke roadmap to success.For the Level 5 Data Engineer apprenticeship, you will choose from the following customisation options:

BE-SPOKE MODULES
Choose 2

- Introduction to SQL for Data
- Introduction to Python for Data
- Managing Up: Influencing without Authority
- Advanced PowerPoint Techniques
- Advanced Report Writing

EXPERT MODULES
Choose 1

- Associate Cloud Engineer Certification (GCP)
- AWS Certified Data Engineer Associate
- Microsoft Fabric Data Engineer

ESSENTIAL MODULES
All Mandatory

- Introduction to AI
- Personal & Social Responsibility
- Perfecting Report Writing Skills using Gen AI

IT PROGRAMMES

LEVEL 3
MICROSOFT IT SUPPORT TECHNICIAN

LEVEL 4
COMPTIA NETWORK ENGINEER

Microsoft

LEVEL 3
MICROSOFT IT SUPPORT TECHNICIAN

Deliver first-class support grounded in excellent customer service & clear communication.

This apprenticeship creates expert Support Technicians with exceptional problem-solving skills. We teach people how to optimise systems, configure devices, and provide an effective IT support service centred around customer care.

Our curriculum combines expert training and personal support to develop confidence alongside skill. We empower our apprentices to unlock their potential, keeping your IT systems and end-users working effectively.

Whether you are a large IT solutions company that supports external clients, or a smaller in-house IT Department, an IT Support Technician apprentice is guaranteed to improve the overall efficiency and productivity of your company by resolving technical issues and providing prompt solutions.

COURSE LENGTH //

UP TO 15 MONTHS INCLUDING END POINT ASSESSMENT

ACHIEVEMENT RATE //

78% HIGHER ACHIEVEMENT RATE
(MERIT OR DISTINCTION)

TRAINING COURSES //

Course 1

ROLE OF AN IT TECHNICIAN

This course details the exciting role of an IT Technician and teaches the need for IT support processes and procedures. The course focuses on customer service and communication, cultural awareness and diversity, and relevant legislation.

Over 2 days, we'll cover the following topics:

- Understand the role of an IT Support Technician
- The need for IT support processes and procedures
- Approaches to customer service and communication
- Principles of cultural awareness and diversity in IT support
- Legislation relevant to the role including Health and Safety and WEEE

Course 2

IT TROUBLESHOOTING TOOLS & TECHNIQUES

This course covers the principles of root cause problem-solving and fault diagnostics. We teach learners how to use common troubleshooting tools while working safely and in line with policies & procedures.

Over 2 days, we'll cover the following topics:

- Principles of root cause problem solving and fault diagnostics
- Appling troubleshooting techniques to resolve issues
- Using common troubleshooting tools
- The importance of documenting findings & actions
- Working in a safe manner in line with policies & procedures

Course 3

WORKING WITH CLIENT ARCHITECTURE

This course ensures learners are confident working with common client device systems and identifying system hardware components. We prepare learners to install and configure operating systems and provide IT solutions in line with customer requirements.

Over 2 days, we'll cover the following topics:

- Common client device systems
- Identifying Systems Hardware components
- Principles of operating systems
- Installing and configuring operating systems
- Principles of peripherals
- Providing IT solutions in line with customer requirements

TRAINING COURSES //

Course 4

UPGRADING & MAINTAINING CLIENT ARCHITECTURE

In this course, learners will master upgrading and maintaining client architecture. We teach the fundamentals of disaster recovery plans, system upgrades and updates, IT maintenance, and fault prevention.

Over 2 days, we'll cover the following topics:

▶ Approaches to back up and storage solutions

▶ Fundamentals of disaster recovery plans

▶ IT maintenance and fault prevention

▶ Creating and maintaining asset registers

▶ Approaches to system upgrades and updates

▶ The importance of test plans

Course 5

WORKING WITH NETWORK ARCHITECTURE

This course ensures learners can efficiently and effectively work with network architecture. The 2-day course covers network types, network addressing, and implementing network services.

Over 2 days, we'll cover the following topics:

▶ Defining network types, topologies and architecture

▶ Outline the layers of the OSI and TCP/IP model

▶ Network addressing

▶ Role of servers and network services

▶ Installing and configuring a functional domain

▶ Implementing network services

Course 6

CLOUD & VIRTUALISATION

In this course, we teach the principles of cloud and cloud-based services. Our expert coaches cover the principles of server, application, and network virtualisation, alongside how to securely integrate and manage mobile devices using the cloud.

Over 2 days, we'll cover the following topics:

▶ Principles of server, application and network virtualisation

▶ Principles of cloud and cloud-based services

▶ Securely integrating mobile devices into a network

▶ Use of scripting to automate tasks

▶ Installing and configuring secured network sharing

LEVEL 3 MICROSOFT IT SUPPORT TECHNICIAN
YOUR BE-SPOKE APPRENTICESHIP //

BE-SPOKE
DESIGNED BY YOU. DELIVERED BY US.

CORE MODULES
All Mandatory

- The Role of an IT Technician
- Troubleshooting Tools and Techniques
- Working with Client Architecture
- Upgrading & Maintaining Client Architecture
- Working with Network Architecture
- Cloud & Virtualisation

ESSENTIAL MODULES
All Mandatory

- Introduction to AI
- Personal & Social Responsibility
- Perfecting Report Writing Skills using Gen AI

BE-SPOKE MODULES
Choose 2

- IT Helpdesk Customer Service Fundamentals
- Problem Solving & Innovation
- Confident Communication
- Prompt to Perform
- Troubleshoot Microsoft Teams
- Troubleshoot Microsoft Teams Meetings Live Events & Messaging
- Enhancing Efficiency with Microsoft Copilot

EXPERT MODULES
Choose 1

- AZ-900 Microsoft Azure Fundamentals
- Introduction to Microsoft 365
- SC - 900 Security, Compliance and Identity Fundamentals
- MS-4018 Draft, Analyse, and Present with Microsoft 365 Copilot
- Certificate in Decarbonisation: Achieving Net Zero

Create your Be-Spoke Apprenticeship

CompTIA.

LEVEL 4
COMPTIA NETWORK ENGINEER

Build strong network management skills & ensure systems are optimised for peak performance.

Our Level 4 apprenticeship develops IT technicians into expert Network Engineers; we teach people to install, maintain and optimise secure networks.

With essential skills in designing and implementing network solutions, including selecting hardware and software components, configuring devices, troubleshooting network issues, and implementing security measures to protect networks from cyber threats, a Network Engineer apprentice is guaranteed to have a significant impact on your overall operational efficiency.

Our programme offers a comprehensive training plan, delivering the latest industry knowledge alongside practical skills for proactive network management. Learners are empowered to work independently, implement best practices, and ensure your systems can run at peak performance.

COURSE LENGTH //

UP TO 20 MONTHS INCLUDING END POINT ASSESSMENT

ACHIEVEMENT RATE //

51% HIGHER ACHIEVEMENT RATE
(MERIT OR DISTINCTION)

TRAINING COURSES //

Course 1

NETWORK INFRASTRUCTURE & PROTOCOLS

This course covers the fundamentals of networking, from theoretical frameworks to practical applications and security considerations.

Over 2 days, learners will:

▶ Identify and understand the roles and functions of various network protocols

▶ Grasp network hardware functions, deployment & maintenance best practices

▶ Design and configure network addresses to meet future business and security needs

Course 2

SERVICE DESIGN, GOVERNANCE & COMPLIANCE

This course prepares learners to step into management roles by developing professional skills, service management practices and advanced technical knowledge.

Over 2 days, learners will:

▶ Learn how to draft and negotiate SLAs that define KPIs, roles and responsibilities

▶ Explore the network engineer's role in cybersecurity and legislation

▶ Prioritise and resolve network issues in line with organisational responsibilities

Course 3

CLOUD NETWORKING & SERVICE INTEGRATION

In this practical course, we explore modern physical and virtual networking environments, focusing on network optimisation, cloud infrastructure, and service integration.

Over 2 days, learners will:

▶ Use physical and virtual network components and media to build robust networks

▶ Explore cloud computing and virtualisation technologies

▶ Integrate and manage network services and authentication into existing environments

TRAINING COURSES //

Course 4
INTELLIGENT NETWORK OPERATIONS & AUTOMATION

This hands-on course builds practical skills in proactive network management, focusing on troubleshooting, proactive maintenance and intelligent automation.

Over 2 days, learners will:

▶ Evaluate maintenance and troubleshooting strategies to determine their effectiveness

▶ Gain practical experience with diagnostic tools used to monitor network performance

▶ Integrate AI-powered tools to streamline network tasks and reduce manual intervention

Course 5
THREAT MANAGEMENT & SECURE INFRASTRUCTURE

This course explores critical network security topics and provides threat mitigation techniques that maintain performance standards while adhering to legal requirements.

Over 2 days, learners will:

▶ Identify and understand various threats to networks and IT infrastructure

▶ Manage security measures such as firewalls and anti-malware solutions to protect against unauthorised access

▶ Develop, implement and enforce organisational policies related to security

TRAINING COURSES //

Course 6
NETWORK RESILIENCE & RECOVERY PLANNING

This course focuses on maintaining secure, stable and high-performing networks during disruption or organisational change.

Over two days, learners will:

▶ Develop strategies to maintain business continuity that minimise downtime and data loss

▶ Apply structured change management approaches with minimal service disruption

▶ Explore modern resilience frameworks to safeguard access and maintain service integrity

Course 7
NETWORK SIMULATION & DIAGNOSTIC TECHNIQUES

This hands-on course gives apprentices the opportunity to apply and consolidate their technical knowledge in a realistic network simulation environment.

Over 2 days, learners will:

▶ Detect, analyse, and resolve a range of simulated network faults using structured troubleshooting techniques

▶ Install and configure network architecture within a simulation platform to optimise performance

▶ Complete scenario-based exercises based upon common real-world network issues

LEVEL 4 COMPTIA NETWORK ENGINEER
YOUR BE-SPOKE APPRENTICESHIP //

BE-SPOKE
DESIGNED BY YOU. DELIVERED BY US.

CORE MODULES
All Mandatory

- Network Infrastructure & Protocols
- Service Design, Governance & Compliance
- Cloud Networking & Service Integration
- Intelligent Network Operations & Automation
- Threat Management & Secure Infrastructure
- Network Resilience & Recovery Planning
- Network Simulation & Diagnostic Techniques

ESSENTIAL MODULES
All Mandatory

- Introduction to AI
- Personal & Social Responsibility
- Perfecting Report Writing Skills using Gen AI

BE-SPOKE MODULES
Choose 2

- Change Management
- Project Management
- Understanding GDPR
- Leadership & Management
- Confident Communication
- Prompt to Perform
- Enhancing Efficiency with Microsoft Copilot

EXPERT MODULES
Choose 1

- CompTIA Network +
- Certificate in Decarbonisation: Achieving Net Zero
- CompTIA Security +

Create your Be-Spoke Apprenticeship

MARKETING PROGRAMMES

LEVEL 3
MULTI-CHANNEL MARKETER

LEVEL 3
MULTI-CHANNEL MARKETER

Expand marketing efforts & connect with customers strategically on platforms they use daily.

Every business has an online presence, but user behaviour is changing, and content marketing methods are evolving faster than ever before.

This Level 3 Multi-Channel Marketer apprenticeship ensures apprentices can plan, create, and evaluate targeted campaigns across a range of platforms, following industry best practices.

A Multi-Channel Marketer apprentice will leverage available data and AI tools to create engaging content that will guide your customers down the marketing funnel. With critical skills in content creation, search engine optimisation, social media management, web design, and GA4, learners will maximise your brand's exposure and guarantee a return on investment.

COURSE LENGTH //

UP TO 15 MONTHS INCLUDING END POINT ASSESSMENT

TRAINING COURSES //

Course 1

MULTI-CHANNEL CAMPAIGN MANAGEMENT

Understanding marketing theory empowers marketers to design strategic, measurable campaigns that provide a good ROI.

In this course, we empower learners to drive impactful and compliant marketing strategies, covering essential marketing theory, planning, and content creation to ensure participants understand the impact of end-to-end campaign efforts.

Participants will grasp legal compliance and expectations to safeguard your business in today's digital landscape.

Over 2 days, we'll cover the following topics:

▶ Build and implement effective marketing plans that promote consistency across channels and brand messaging.

▶ Set SMART marketing objectives that align with wider company goals, ensuring marketing efforts are targeted and results-driven.

▶ Understand key legal and regulatory requirements, including GDPR, data protection, and copyright law.

Course 2

CUSTOMER-CENTRIC CAMPAIGNS

Impactful campaigns that resonate with your target audience drive business growth. This course teaches participants to create effective personas, ensuring that customers can be segmented and led through the marketing funnel with targeted campaigns.

Participants will learn to engage customers and enhance customer experience while following ethical and inclusive best practices.

Over 2 days, we'll cover the following topics:

▶ Segment audiences and create customer personas to ensure the right message reaches the right customer at the right time.

▶ Understand the strategic role each stage of the customer journey plays in guiding potential buyers through decision-making.

▶ Learn the crucial relationship between sales and marketing, and analyse the impact of marketing on customer service and experience.

Course 3

ALIGNING MARKETING EFFORTS WITH BUSINESS GOALS

Strengthen business capabilities with critical skills in competitor research and supplier management. In this course, we build practical expertise in campaign management, competitor analysis, and design principles, learning to create and adapt content for online and offline mediums.

Participants will use design software, manage marketing assets, and uphold quality standards across all channels to drive impactful campaigns.

Over 2 days, we'll cover the following topics:

▶ Learn to conduct thorough competitor analysis using various methods and tools, meaning participants can identify market gaps and refine marketing tactics.

▶ Confidently adapt marketing content for different media (social media, websites, & print) ensuring the messaging is appropriate and visually appealing.

▶ Strategically research, evaluate and select external suppliers to meet specific marketing needs, building skills in contract management and negotiation.

TRAINING COURSES //

Course 4
STRATEGIC PLANNING FOR MAXIMUM ROI

This course ensures learners can create and manage multi-channel marketing campaigns across the platforms your customers use daily and make relevant adjustments to meet budget and performance objectives. Participants will gain expertise in using content management systems (CMS) to publish various types of content and additional tools for managing marketing efforts, such as WordPress, Hootsuite, and Adobe Creative Cloud.

Over 2 days, we'll cover the following topics:

- Understand user behaviour across multiple devices and channels, and manage and operate integrated campaigns accordingly.

- Monitor and adjust campaigns to meet budget and performance objectives, ensuring time and cost efficiency.

- Measure ROI in marketing campaigns, using tools like Google Analytics and CRM systems.

Course 5
DATA-DRIVEN MARKETING

Data skills are no longer an advantage, they're a necessity. This course equips learners with essential skills in data analysis to ensure they make the most of their data and use it to enhance campaign performance. Additionally, we teach participants to leverage current and emerging marketing trends & technologies, such as AI, VR, voice search, and influencer marketing.

Over 2 days, we'll cover the following topics:

- Use popular data analysis tools, such as Google Analytics, to record, interpret, and analyse campaign performance.

- Create and deliver actionable campaign reports driven by data insights, providing strategic recommendations that maximise ROI.

- Improve decision-making through data-driven insights and performance evaluation, based on measurable results rather than assumptions.

LEVEL 3 MULTI-CHANNEL MARKETER
YOUR BE-SPOKE APPRENTICESHIP //

BE-SPOKE
DESIGNED BY YOU. DELIVERED BY US.

CORE MODULES
All Mandatory

- Multi-Channel Campaign Management
- Customer-Centric Campaigns
- Aligning Marketing Efforts with Business Goals
- Strategic Planning for Maximum ROI
- Data-Driven Marketing

ESSENTIAL MODULES
All Mandatory

- Introduction to AI
- Personal & Social Responsibility
- Perfecting Report Writing Skills using Gen AI

BE-SPOKE MODULES
Choose 2

- Project Management
- SEO
- Presenting like a Pro
- Confident Communication
- Understanding GDPR
- Data In Marketing
- Prompt to Perform
- Effective Time Management
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe InDesign
- Professional Video Shooting
- Customer Service Fundamentals
- Enhancing Efficiency with Microsoft Copilot

EXPERT MODULES
Choose 1

- Google Ads
- Google Analytics
- Certificate in Decarbonisation: Achieving Net Zero
- Certificate in Decarbonisation: Green Marketing & Communication

Google Ads

Create your Be-Spoke Apprenticeship

SOFTWARE PROGRAMMES

LEVEL 4
SOFTWARE DEVELOPER

LEVEL 4
SOFTWARE DEVELOPER

Devlop productive future-ready developers who deliver high-quality software.

This Level 4 Software Development programme builds the practical skills, confidence, and professional capability developers need to contribute effectively within modern technical teams. Designed to support both new and existing talent, it showcases how software is designed, built, and delivered in real workplace environments.

Through a blend of structured learning and hands-on application, apprentices develop strong technical foundations and work across development processes with greater consistency, independence, and ownership, enabling faster delivery, improved code quality, and more maintainable systems.

The programme can be tailored through Baltic's Be-Spoke delivery model, allowing employers to select additional Expert and Bespoke Modules aligned to their organisation's tech stack, roles, culture, and strategic goals - maximising relevance and accelerating impact.

COURSE LENGTH //

UP TO 19 MONTHS INCLUDING END POINT ASSESSMENT

ACHIEVEMENT RATE //

89% HIGHER ACHIEVEMENT RATE
(MERIT OR DISTINCTION)

TRAINING COURSES //

AI ACCELERATOR NEW

| Self Study

Build AI Literacy and Prompt Engineering Skills to Help Drive Business Efficiency.

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.

TRAINING COURSES //

Baltic Apprenticeships // www.balticapprenticeships.com

Course 1

DECODING THE SOFTWARE LIFECYCLE

This course outlines the key to software development success - equipping learners with a clear understanding of how software is planned, built, and delivered in real-world development environments. Through innovative, interactive e-learning, apprentices will explore the full software development lifecycle, from requirements to release, and understand how software projects are delivered using Agile and Waterfall approaches.

This is a self-study course:

▶ End-to-end software delivery, from concept to deployment

▶ Operating effectively within modern development teams

▶ Translating business requirements into technical specifications

▶ Influencing non-technical stakeholders through clear communication

▶ Applying Agile and Waterfall delivery frameworks in practice

▶ Making informed, ethical decisions in professional environments

Course 2

BUILDING HIGH-QUALITY USER INTERFACES

This course equips learners with the skills to design and build high-quality, accessible user interfaces that align with industry standards and end-user needs. Over two days, learners combine UI and UX principles with front-end development techniques to translate complex requirements into responsive, production-ready front-end solutions.

This course is delivered over 2 days:

▶ Designing user interfaces aligned to user and business needs

▶ Applying accessibility and inclusive design standards

▶ Implementing responsive and mobile-first interfaces

▶ Translating user stories into front-end solutions

▶ Building and refining front-end components

▶ Communicating and defending design decisions to stakeholders

Course 3

PROGRAMMING & ALGORITHMS IN PRACTICE

This course equips apprentices with confidence in core programming concepts and introduces key technical topics such as algorithms and data structures. Through a combination of interactive activities and practical exercises, learners perfect the ability to write clean, efficient code to industry standards, while building a strong understanding of the algorithms and data structures that underpin modern software systems.

This is a self-study course:

▶ Writing clean, structured, and maintainable code

▶ Applying object-oriented and event-driven programming principles

▶ Using core data structures within software solutions

▶ Implementing and analysing common algorithms

▶ Debugging and optimising code performance

▶ Applying professional coding standards and best practice

TRAINING COURSES //

Course 4

DESIGNING SMART SOFTWARE SOLUTIONS

This course develops learners' ability to design robust, scalable software solutions. Over two days, learners explore proven design approaches and patterns, learning how to break down complex problems and bugs, structure solutions clearly, communicate decisions with clarity and collaborate effectively on technical design decisions.

This course is delivered over 2 days:

▶ Designing software solutions using established design approaches

▶ Applying common design patterns to real-world problems

▶ Translating specifications into structured design artefacts

▶ Solving and debugging complex technical challenges

▶ Designing for security, maintainability, and scalability

▶ Collaborating on design decisions through peer review

Course 5

INTEGRATING DATA & DATABASES

This course explores relational and non-relational databases, developing learners' ability to design, query, and integrate databases within software applications. Learners explore how data is structured, accessed, and managed securely, including how to write SQL queries, while applying best practice around performance, compliance, and maintainability. By the end of the course, learners will be able to integrate data-driven functionality into software solutions with confidence.

This course is delivered over 2 days:

▶ Designing relational and non-relational database structures

▶ Writing and executing SQL queries

▶ Integrating applications with databases

▶ Managing and manipulating application data

▶ Applying secure and compliant data-handling practices

▶ Optimising database performance and maintainability

TRAINING COURSES //

Course 6

TESTING, DEPLOYING & DEVOPS

This practical course builds apprentices' ability to test, deploy, and manage software applications effectively. Over two days, learners explore software testing in depth and develop the skills to create and execute test scenarios. Through hands-on technical exercises, learners also gain practical experience in testing, version control, and deployment, working with industry-standard CI/CD workflows.

This course is delivered over 2 days:

▶ Designing software solutions using established design approaches

▶ Applying common design patterns to real-world problems

▶ Translating specifications into structured design artefacts

▶ Solving and debugging complex technical challenges

▶ Designing for security, maintainability, and scalability

▶ Collaborating on design decisions through peer review

Course 7

FROM BRIEF TO BUILD: PRACTICAL SOFTWARE PROJECT

Towards the end of the apprenticeship, learners will independently plan, design and develop a complete software solution based on a realistic project brief and scenario. Through an interactive self-study course, they will apply the technical knowledge and development practices gained throughout their apprenticeship to define requirements, make informed design decisions, and build a functional software product.

This course emphasises real-world problem-solving, professional judgement, and end-to-end ownership of a development project - mirroring the expectations of a professional software development role. After completion, learners will then take part in a structured review with their coach, receiving targeted feedback on their approach, technical output, and decision-making process.

YOUR BE-SPOKE APPRENTICESHIP //

BE-SPOKE

CORE MODULES
All Mandatory

- Decoding the Software Lifecycle
- Building High-Quality User Interfaces
- Programming & Algorithms in Practice
- Designing Smart Software Solutions
- Integrating Data & Databases
- Designing Smart Software Solutions
- Integrating Data & Databases

AI ACCELERATOR **NEW**
All Mandatory

- Introduction to AI
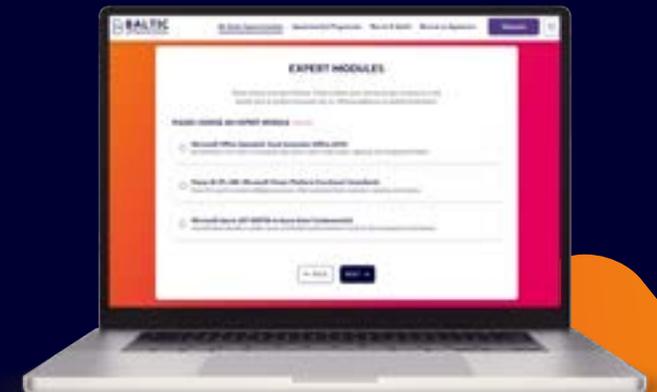- Prompt Engineering

BE-SPOKE MODULES
Choose 2

- Secure & Ethical Software Development
- AI for Software Developers
- Agile Delivery & Working in Development Teams
- Problem Solving & Debugging in Software

EXPERT MODULES
Choose 1

- Full-Stack Development
- Software Testing & Automation
- Devops & Cloud Foundations

BALTIC APPRENTICESHIPS | Institute of Sustainability Studies

SUSTAINABILITY FOR BUSINESS IMPACT

LEVEL 4 APPRENTICESHIP STANDARD

LEVEL 4
SUSTAINABILITY FOR BUSINESS IMPACT

Sustainability skills are no longer optional they are critical. With evolving regulations, shifting customer expectations, and increasing pressure to reduce environmental impact, sustainability skills are now essential for driving profitability, efficiency, and brand value.

Our Level 4 Sustainability for Business Impact Apprenticeship is designed to help organisations embed sustainability into their core strategy, ensuring compliance, enhancing brand reputation, and unlocking new market opportunities.

This high-impact programme combines the Institute of Sustainability Studies Diploma with live, instructor-led courses and expert masterclasses, empowering learners to develop data-driven strategies, engage stakeholders, and implement measurable, sustainable change that benefits people, profit, and the planet.

COURSE LENGTH //

UP TO 18 MONTHS INCLUDING END POINT ASSESSMENT

CORE MODULES //

Course 1

INTRODUCTION TO CR&S

This course lays the foundation for learners to step confidently into the role of a sustainability professional, exploring how the role varies across sectors and contributes to organisational impact. It also introduces the key skills needed to succeed in sustainability-focused roles.

Over two days, learners will:

- ▶ Understand the role of sustainability professionals and how it varies across sectors
- ▶ Explore business structures, governance, and key sustainability practices
- ▶ Assess their organisation's current sustainability position and future opportunities
- ▶ Build essential skills in horizon scanning, leadership, and time management

Course 2

STAKEHOLDERS & PARTNERSHIPS

Strong partnerships and effective communication are at the heart of successful sustainability initiatives. This course helps learners understand how to identify, engage, and collaborate with a wide range of stakeholders.

Over two days, learners will:

- ▶ Explore the role and value of internal and external stakeholders in sustainability work
- ▶ Learn techniques for stakeholder analysis, engagement, and influence
- ▶ Build skills in communication planning using popular frameworks
- ▶ Learn to apply stakeholder engagement strategies to collaborative projects and events

Course 3

SUSTAINABILITY STRATEGY & RISK MANAGEMENT

This course gives learners the insight and confidence to shape sustainability strategies within their organisation. From understanding sector trends to assessing and managing risk, learners will explore how to build credible, data-driven strategies, and turn them into meaningful, measurable action.

Over two days, learners will:

- ▶ Explore sustainability strategy models, sector-specific drivers, and alignment with organisational goals
- ▶ Learn how to gather data, assess materiality, and apply benchmarking techniques
- ▶ Identify and mitigate risks using structured frameworks and real-world tools
- ▶ Turn strategy into action through KPIs, progress tracking, and stakeholder communication

CORE MODULES //

Course 4

CR&S EDUCATION FOR ENGAGEMENT

Sustainability professionals need to inspire action across their organisation, and education is a key driver of that change. This course explores how to design and deliver engaging training that builds awareness, shifts behaviours, and supports long-term impact.

Over two days, learners will:

▶ Explore learning styles and adult education theories to engage diverse audiences

▶ Compare training approaches including classroom, e-learning, gamification, and microlearning

▶ Gain practical tools for designing, delivering, and measuring CR&S training

▶ Apply their learning to inspire and develop employee training plans

Course 5

DATA MANAGEMENT, REPORTING AND ASSURANCE

Clear, credible data is essential for driving sustainability strategy and demonstrating impact. This course equips learners with the tools to manage ESG data effectively, communicate performance, and ensure reporting stands up to scrutiny.

Over two days, learners will:

▶ Explore ESG data sources, common challenges, and the role of technology in data management

▶ Learn how to analyse and visualise sustainability data to support decision-making

▶ Understand reporting standards and build effective disclosure and assurance processes

▶ Establish good practices for data quality, validation, audit and assurance

Course 6

MONEY MATTERS - BUDGETS & FUNDRAISING

Sustainability professionals often work with limited resources, so knowing how to raise funds and manage budgets is essential. This course builds confidence in both corporate fundraising and financial planning for CR&S projects.

Over one day, learners will:

▶ Explore workplace and corporate fundraising approaches, from small events to strategic partnerships

▶ Understand fundraising regulations and best practices for engaging with charity partners

▶ Learn budgeting principles including scoping, forecasting, and contingency planning

▶ Develop tools to monitor project budgets, track spending, and report financial performance

CORE MODULES //

Course 7
CHANGE & PROJECT MANAGEMENT

Delivering sustainability projects means managing change, motivating people, and keeping plans on track. This course brings together core concepts in change and project management - while preparing learners for the final assessment stage of the programme.

Over two days, learners will:

▶ Explore change management models and techniques for leading teams through transformation

▶ Understand key stages of the project lifecycle and how to manage CR&S projects effectively

▶ Use practical tools like RACI, Gantt Charts, and Kanban to plan and deliver work

▶ Prepare for the EPA project with dedicated guidance, timelines and Q&A support

Course 8
EPA PREPARATION

This final course is designed to ensure learners feel confident, focused, and fully equipped to succeed in their End Point Assessment (EPA). With a clear breakdown of each assessment component and plenty of opportunities for practice and feedback, learners will finish the programme with clarity and confidence.

Over one day, learners will:

▶ Review the EPA requirements, including the professional discussion, work-based project, and presentation

▶ Complete a self-assessment quiz to identify strengths and areas for improvement

▶ Practice interview skills using the STAR technique in mock scenarios

▶ Deliver a project showcase presentation with peer feedback and final Q&A support

ISS BUSINESS SUSTAINABILITY DIPLOMA

As part of Baltic's Level 4 Sustainability for Business Impact apprenticeship, learners will undertake the globally recognised Diploma in Business Sustainability from the Institute of Sustainability Studies (ISS).

This comprehensive, self-paced online course is designed to equip participants with practical skills to drive sustainability initiatives within their organisations. The diploma covers essential topics such as business sustainability planning, green marketing and communication, ESG reporting, and supply chain management.

Part 1
Completed during months 2-5, with an exam at the end

▶ **Module 1**
INTRODUCTION TO BUSINESS SUSTAINABILITY
Discover the course topics and how the course is structured.

▶ **Module 2**
DECARBONISATION: ACHIEVING NET ZERO
Understand how to define, develop, and implement a decarbonisation strategy.

▶ **Module 3**
SUSTAINABILITY PLAN DEVELOPMENT
Understand how to build a credible sustainability plan for a business.

▶ **Module 4**
SUSTAINABILITY PLAN IMPLEMENTATION
Discover processes and initiatives to help businesses reach sustainability targets.

▶ **Module 5**
SUSTAINABLE OPERATIONS
Learn how to build a sustainable operation to boost efficiency.

▶ **Module 6**
ESG REPORTING AND AUDITING
Learn to develop robust, non-financial information to improve transparency.

Part 2
Completed during months 8-13, with an exam at the end

▶ **Module 7**
CIRCULAR ECONOMY
Learn about the circular economy and how to apply it to a business.

▶ **Module 8**
SUSTAINABLE SUPPLY CHAINS
Gain the skills and tools to develop a smarter and more resilient supply chain.

▶ **Module 9**
BUSINESS WITH BIODIVERSITY
Understand the links between business and the biodiversity emergency.

▶ **Module 10**
DIVERSITY, EQUITY, AND INCLUSION
Learn how to develop a DE&I strategy to drive engagement and business growth.

▶ **Module 11**
SUSTAINABLE FINANCE
Expand sustainable finance knowledge and examine its benefits.

▶ **Module 12**
GREEN MARKETING AND COMMUNICATION
Find out how to use marketing for your sustainability plan.

LEVEL 4 APPRENTICESHIP STANDARD

AI & DIGITAL CHAMPION

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

PROGRAMME INSIGHT

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

Our AI & Digital Champion 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.

COURSE LENGTH //

UP TO 20 MONTHS INCLUDING END POINT ASSESSMENT

DELIVERED IN PARTNERSHIP WITH BCS

bcs
The Chartered Institute for IT

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 Digital & AI Champion 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.

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

bcs
The Chartered Institute for IT

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

bcs
The Chartered Institute for IT

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

BE-SPOKE
DESIGNED BY YOU. DELIVERED BY US.

AI MODULES

AI Accelerator Academy

- 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

BUSINESS ANALYSIS FUNDAMENTALS

- Problem Solving & Innovation
- Process Improvement
- Project Management
- Enhancing Efficiency with Microsoft Copilot

COMMUNICATION & STAKEHOLDER ENGAGEMENT

- Advanced Report Writing
- Advanced PowerPoint Techniques

DATA & TECHNICAL SKILLS

- Introduction to SQL for Data
- Introduction to Python for Data
- Excel Advanced Formulas and Functions
- Excel Macros

EXPERT MODULES

Choose up to 4

- BCS Foundation Certificate in Business Analysis
- BCS Business Analysis Practice
- BCS Requirements Engineering
- BCS Modelling Business Processes
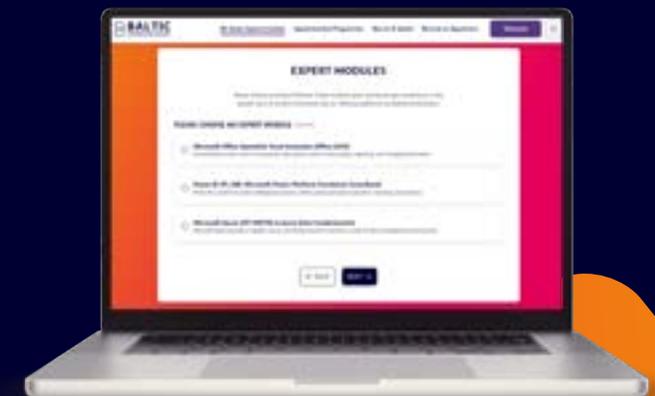
"WHAT OUR EMPLOYERS SAY:

Apprentices are the perfect choice for businesses that want to build a tech-savvy workforce. Their dedication to learning can be an invaluable asset to a business, and their enthusiasm can improve the morale of the team.

Apprentices are also more likely to stay with a company for a longer period of time, creating a greater sense of loyalty.

By investing in apprentices now, you can ensure that you have the right talent and expertise to tackle the latest trends and developments in your industry. This can help you save money on employee training, management, and recruitment costs in the future.

Data Security Manager
LEEDS UNITED
FOOTBALL CLUB

Through our software apprenticeship programme, we aimed to find a talented and motivated individual with a strong aptitude for learning and a passion for technology. Kane's apprenticeship has proven to be a valuable investment for Asda.

His contributions to core projects like Scan and Go and the Rewards program have yielded tangible results with the software that he has helped to create.

Overall, we found Baltic's online training to be a well-structured and informative. It provided a solid foundation in the core concepts relevant to software development.

Software Development Manager
ASDA

Baltic has been by far the leader in terms of being able to provide good quality candidates and supporting them on their learning journey while meeting our business needs.

For me, having a structured apprenticeship programme within The One Point has been really valuable, and I think it's had a huge impact on our success.

Probably the biggest advantage that we felt as a result of having a structured apprenticeship scheme is that it has given people a career path.

Founder and Chief Executive
THE ONE POINT

BALTIC
APPRENTICESHIPS

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