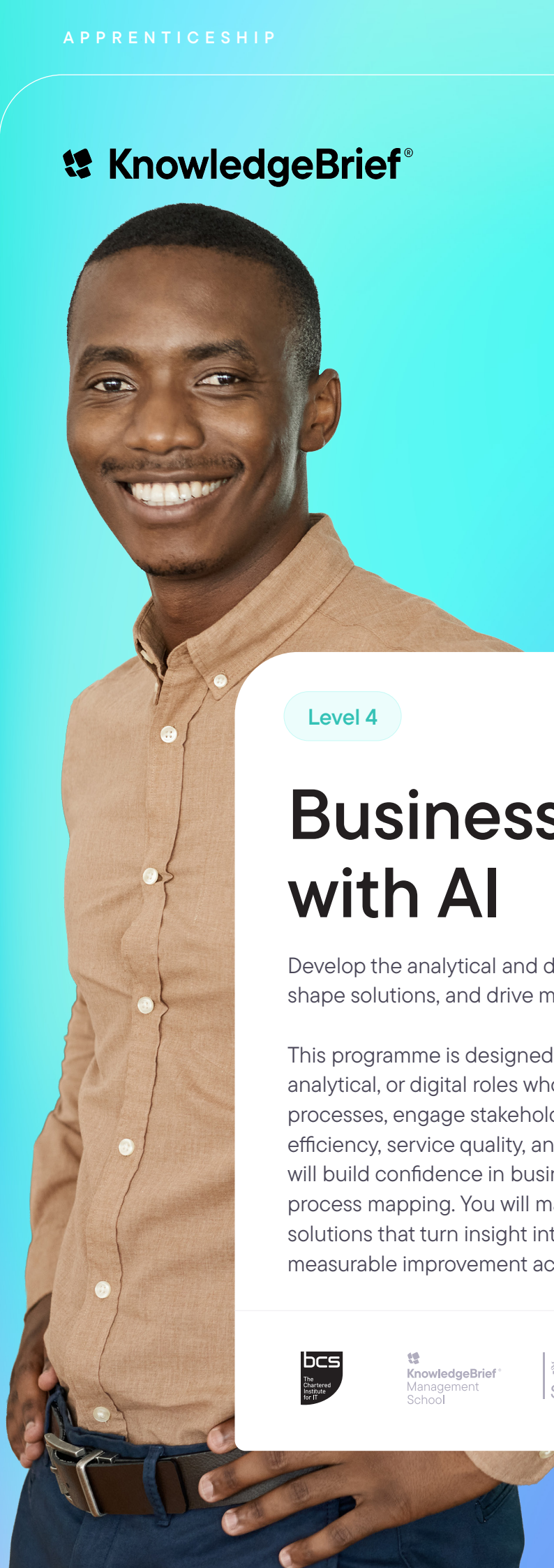


A portrait of a smiling Black man with short hair and a mustache, wearing a light brown button-down shirt and dark trousers with a brown belt. He is standing with his hands on his hips.

Level 4

Business Analyst with AI

Develop the analytical and digital capability to understand problems, shape solutions, and drive meaningful organisational change.

This programme is designed for professionals in operational, project, analytical, or digital roles who want to analyse business needs, improve processes, engage stakeholders, and identify opportunities to enhance efficiency, service quality, and organisational value. While doing so, you will build confidence in business analysis techniques, data insight, and process mapping. You will master the design of digital and AI-enabled solutions that turn insight into clear recommendations and support measurable improvement across the organisation.





Lead Smarter Decisions with AI and Business Insight



Level 4

Business Analyst

Duration: 15 months

What's Involved

This programme takes a structured approach to developing business analysis capability, from understanding business challenges to shaping meaningful, data-driven solutions. Across four interconnected stages, you will apply a range of tools and techniques to investigate problems, analyse processes and identify opportunities for organisational improvement. Alongside this, you'll build the skills to engage stakeholders, interpret insight, and contribute to solutions that improve efficiency, service quality, and overall performance.

As the programme progresses, the focus shifts towards longer-term impact, supporting you to contribute to continuous improvement, organisational change, and the adoption of digital and AI enabled ways of working.

What This Means for You

This programme will provide you with a strong understanding of business analysis and its role in organisational performance. You will be able to confidently investigate business challenges, analyse processes and support initiatives that improve productivity, service quality and strategic effectiveness, while strengthening your ability to influence stakeholders and support informed decision-making.

What You Will Achieve

Showcase your analytic expertise with these in-demand certifications. Once completed, you'll earn:

 Business Analyst with AI Certificate KnowledgeBrief Management School	 Level 4 Business Analyst Apprenticeship Skills England	 BCS Foundation Certificate in Digital Business Change BCS — The Chartered Institute for IT
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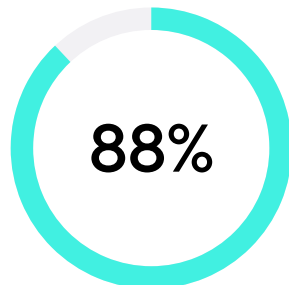
BCS Foundation Certificate in Digital Business Change

Build Your Confidence in Digital Business Change

The BCS Foundation Certificate in Digital Business Change is an additional recognised qualification that helps learners understand the processes and techniques used to deliver successful business change. It supports learners to explore how technology enables change, how organisations respond to internal and external influences, and how business change can be implemented effectively.

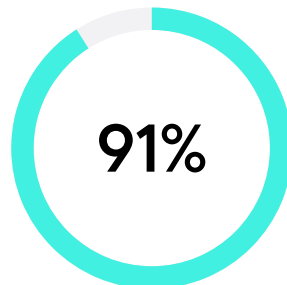


Learners' Outcomes:



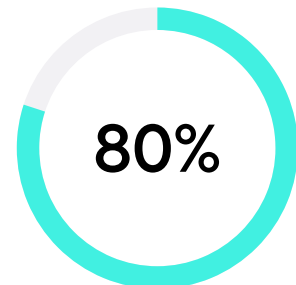
More inspired

88% said their communication had improved.



More confident

91% said they have increased confidence.



More qualified

4 out of 5 of our learners achieve a Distinction.

Benefits for Employers

This programme develops capable professionals who can analyse performance challenges, model processes and support digital and AI-enabled improvements. Learners build skills in stakeholder engagement, requirements definition and data-informed decision-making, enabling them to contribute to initiatives that improve efficiency, service quality and organisational value, while supporting effective change and continuous improvement.



Planting the Future, One Learner at a Time

Every time a learner completes this apprenticeship, we plant a tree to celebrate their personal growth and help to support global reforestation projects.

What You Will Learn

PART 1

Understanding Business Performance and AI Opportunity

This part builds the analytical foundations required to contribute effectively to business improvement activity. You will explore how organisations function, how performance challenges arise and how structured investigation techniques can be applied to understand operational priorities, stakeholder expectations and opportunities for digital and AI-enabled improvement

Learning Cycle 1.1	Learning Cycle 1.2	Learning Cycle 1.3	Workshops	Reviews
Investigating Business Needs and Performance Challenges	Understanding Organisational Context, Stakeholder Priorities and AI Readiness	Reviewing Current Practices and Identifying Digital and AI Opportunities	2	Starting Point Meeting and Progress Review

PART 2

Designing Business Improvement and AI-Enabled Change

This part focuses on translating insight into structured improvement design. You will develop capability in modelling business processes, analysing options and defining requirements that support operational efficiency, digitally enabled innovation and responsible AI adoption.

Learning Cycle 2.1	Learning Cycle 2.2	Learning Cycle 2.3	Workshops	Reviews
Process Modelling, Operational Insight and AI Opportunity	Developing Options and Recommendations for AI-Enabled Change	Eliciting and Prioritising Requirements for Digital and AI Solutions	2	Tripartite Meeting and Progress Review



PART 3

Delivering AI-Enabled Change and Driving Measurable Business Impact

This part will develop your ability to support the delivery of business change initiatives in real organisational contexts. You will build confidence in managing evolving requirements, supporting stakeholder engagement and evaluating the performance impact of implemented digital and AI-enabled solutions.

Learning Cycle 3.1	Learning Cycle 3.2	Learning Cycle 3.3	Assessment	Workshops	Reviews
Managing Requirements, Change and AI Solution Acceptance	Using Data and AI Insight to Evaluate Improvement Outcomes	Assessing Business Impact and Benefits from AI-Enabled Change	BCS Foundation Certificate in Digital Business Change	2	Tripartite Meeting and Progress Review

PART 4

Leading Sustainable AI Transformation in a Digital Organisation

This final part will strengthen your ability to contribute to longer-term transformation priorities. You will explore how to define future state visions and shape transformation strategy, align improvement initiatives with organisational direction and strategic goals, and respond to emerging digital trends and AI-enabled opportunities to sustain continuous innovation and organisational performance.

Learning Cycle 4.1	Learning Cycle 4.2	Learning Cycle 4.3	Workshops	Reviews
Future State Thinking, AI Opportunity and Transformation Strategy	Aligning AI-Enabled Improvement with Organisational Direction	Continuous Innovation, Digital Trends and AI Opportunity	2	Gateway Tripartite Meeting, Progress Review and EPA Prep

How You Are Assessed

Once the programme is complete, you will be assessed through the End-Point Assessment (EPA) by an independent, accredited organisation.

Project Proposal with Presentation and Questioning

Project Proposal

- You will complete a work-based project proposal focused on a real business challenge or improvement
- You will produce a 5,000-word project proposal outlining your approach, analysis, stakeholder engagement and recommendations
- You will include evidence of how your work meets the required knowledge, skills and behaviours, along with confirmation of management or leadership support

Presentation with Questioning

- You will deliver a presentation (typically 15 minutes), followed by questioning (typically 30 minutes) with an independent assessor
- You will present your proposal, including your approach, analysis and expected business impact

- The assessor will ask a minimum of 10 questions to explore your decisions and application of knowledge, skills and behaviours

Professional Discussion with a Portfolio of Evidence

- A 60-minute structured discussion with an independent assessor
- Supported by a portfolio of evidence developed during the programme and submitted at gateway
- You will reflect on your experience, demonstrating how you have applied your knowledge, skills and behaviours in your role
- The assessor will ask a minimum of 10 questions to explore your competence, professional judgement and impact

The results from both assessment methods are combined to determine your overall apprenticeship grade. The following grades are available: Fail, Pass, Merit, Distinction.





Core Elements of Your Programme



Workshops

Workshops deliver expert-led learning on core business improvement, digital change and AI-enabled transformation practices. These engaging, interactive sessions bring key areas of the curriculum to life through practical activities and real workplace application, exploring topics such as:

- Finding the Friction: Understanding Business Performance and AI Opportunity
- From Process to Progress: Designing AI-Enabled Improvement
- Change That Lands: Delivering AI Adoption and Measurable Impact
- Future Fit: Leading Sustainable Transformation in a Digital Organisation



Techniques and Insight Questions

Build clear understanding of key concepts and learn how to apply them with confidence in your role. Techniques introduce important ideas through structured resources, helping you connect theory to real workplace practice. You will then complete an Insight Question, a short written task that helps you reflect on your learning and apply it to your own responsibilities.



Dedicated Support at Every Step

Work with a dedicated Skills Coach who supports you throughout your learning journey. From regular progress reviews to clear guidance, practical feedback and focused preparation for EPA, your coach will help you stay on track, build confidence and apply your learning in the workplace. Learners regularly highlight the encouragement, responsiveness and expertise of their KnowledgeBrief coaches, recognising the difference this consistent, personalised support makes to their progress and success.



Work-Based Evidence

Turn your day-to-day work into meaningful evidence of your development. You will build your portfolio through real workplace activity, capturing examples from tasks such as meetings, presentations and projects. This helps you apply learning in context, show progress against your role responsibilities and demonstrate the value you are creating for your organisation.

CORE TECHNOLOGY PLATFORMS



KBPro Digital Ecosystem

A connected experience for learners, clients and performance

KBPro brings learning and client insight together in one intelligent environment. By integrating the Learner Experience Platform and Client Experience Platform, it connects development and performance seamlessly. Learners, managers and clients stay aligned through real-time visibility, shared insight and a consistent, fully brandable experience that supports progress, accountability and measurable impact.



Learning that Fits Your World and Drives Real Progress

Our Learning Experience Platform (LXP) is designed to enable busy professionals to learn when they can, where they can, offering bite-sized modules, real-time feedback and time to reflect. It blends theoretical knowledge with work-based projects, helping learners build confidence and apply knowledge at work. The result is a personalised, intuitive experience that turns everyday learning into lasting progress.



Clarity and Insight to Track, Support and Maximise Impact

The Client Experience Platform (CXP) gives clients and line managers a clear, real-time view of each learner's journey. No chasing, no guesswork. With smart insights, progress tracking and performance dashboards, it brings people together around learner success, making collaboration easier and impact for your organisation more visible, all while keeping things refreshingly simple.



Our Learners Say

“You learn something, and you can apply it straight away. That’s where the real value is. The learning challenged my thinking and helped me grow in how I approach my role.”

— **Caroline Robertson**, Avrion

“I’ve developed a deeper understanding of key concepts and strengthened my ability to apply new skills in practical situations, enabling me to contribute more meaningfully to both my team and organisation.”

— **Anasse Kounaidi**, NG Terminal

4.7 Rated **Excellent** by our Learners
★ **REVIEWS.io**



Rated **4★ Excellent** Gov.uk provider
by Employers and Apprentices



treeapp
5700+ m² Land Reforested

 **KnowledgeBrief®**

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