



L4 AI & Automation

The **solution** to building a tech enabled workforce





Why Velocity Academy?

Technology is at the heart of the modern workplace — it touches every aspect of our working lives.

Digital transformation becomes possible when employees are equipped with the right skills to thrive in a modern organisation. At Velocity Academy, we build digital capabilities across your workforce.

We partner with leading FTSE 250 companies, local councils, public sector departments, and fast-growing private enterprises to upskill existing teams and recruit the next generation of talent.

Our high-calibre teaching and coaching faculty deliver the expertise you need to lead your organisation's digital transformation. We use state-of-the-art technologies to create an impactful and engaging learning experience.

From data literacy and advanced marketing techniques to IT cloud infrastructure, cybersecurity, leadership, and accounting — we offer apprenticeship programmes designed to close your organisation's skills gaps.

Our Snapshot

100% Apprenticeship Pass Rates

Experience of working with FTSE 250 companies and public sector organisations

4.9 Rated 'Excellent' on Trustpilot from 330+ reviews

Awarded a Good grade as an apprenticeship provider by Ofsted

92% Employee retention rate once they have completed their apprenticeship

Rated 'Excellent' on the Apprenticeship Service

Programme Overview



Apprenticeship Standard: AI & Automation Practitioner



Maximum Funding Amount: £18,000



Programme Duration: 12 Months + EPA



Tutor Lead Classes: 36 Classes

Skills Gained

Process Mapping

Workflow Design

Automation Building

API Integration

Prompt Engineering

Data Handling

Testing & Assurance

Change Management

Stakeholder Communication

Performance Monitoring

Classes



Online live classes to attend during this apprenticeship. Hosted through our highly rated teaching environment by Ofsted.

Coaching



1-1 coaching calls scheduled every 4 weeks with your dedicated skills coach. Employers are requested to attend at least 1 call every 9 weeks.

LinkedIn Learning



Free access to LinkedIn Learning for over 13,000 on-demand, online courses during your apprenticeship training.

BUD LMS Platform



Your progress will be continually assessed using our online programme management system, Bud. Here, you will upload work and log your OTJ hours.

Personal Development



Access to our highly rated Personal Development Learning Path to develop the apprentices soft skills during their apprenticeship training.

Portfolio Submissions



This apprenticeship is formatively assessed through portfolio submissions throughout the practical training period.

Learner Journey

During the apprenticeship journey there will be a blend of online instructor-led live classes covering the below modules. The apprentice will also have access to on-demand learning content and have portfolio-based activities to complete and submit.

Learners will be assigned a dedicated skills coach who will arrange support calls every month for personalised coaching and support on a 1-1 basis.

Practical Learning Period – 12 Months

Module 1: Foundations & Responsible AI

Module 2: Process Discovery & Mapping

Module 3: Automation Build (n8n & Zapier)

Module 4: AI Assistants & Copilots

Module 5: Data, Testing & Governance

Module 6: Change, Training & Adoption

Module 7: Monitoring & Optimisation

Module 8: Capstone Project & EPA Prep

End Point Assessment (EPA)

Professional Discussion

Project Report with Questions



Skills England AI&A L4 Qualification Award



Modules

1

Module 1: Foundations & Responsible AI

This module sets the groundwork for the entire apprenticeship. Apprentices build a solid understanding of how AI and automation fit into modern organisations, what the AI & Automation Specialist role involves, and how to work with these technologies safely, ethically and responsibly.

It introduces the core principles of fairness, transparency, accountability and risk awareness, helping learners understand not just how AI works, but how to use it well.

Topics Covered:

- Introduction to the Standard & Role
- Responsible AI Principles
- AI Risks & Mitigation
- Foundations of AI & Automation
- Plagiarism, Integrity & Safe Use

Live Classes: 2 Sessions



Modules

2

Module 2: Process Discovery & Workflow Mapping

This module gives apprentices the foundations they need to understand how work actually happens inside an organisation. They learn how to observe, analyse, and document real processes, turning messy, informal workflows into clear, structured maps that can be improved or automated.

The focus is on building confidence in interviewing stakeholders, identifying inefficiencies, capturing variations, and translating operational knowledge into visual workflows. By the end, apprentices can produce accurate, audit-ready process maps that form the blueprint for automation, AI assistants, or service redesign.

Topics Covered:

- Process Discovery Fundamentals
- Stakeholder Engagement
- Workflow Mapping Techniques
- Tools & Platforms
- Documentation & Communication
- Analysis & Improvement
- Spotting inefficiencies
- Identifying automation opportunities
- Prioritising processes for redesign

Live Classes: 5 Sessions



Modules

3

Module 3: Automation Build (n8n & Zapier)

This module moves apprentices from mapping processes to building real automations. They learn how to translate workflow diagrams into functioning digital workflows using tools like n8n and Zapier. The emphasis is on practical, hands-on capability: connecting systems, transforming data, orchestrating logic, and ensuring reliability.

By the end, apprentices can design, build, test, and optimise automations that solve real organisational problems.

Topics Covered:

- Automation Foundations
- Triggers, actions, and multi-step logic
- When to automate vs. when not to
- Zapier Essentials
- Guided builds
- n8n Fundamentals
- API & Integration Skills
- Workflow Quality & Reliability
- Debugging
- Logging & monitoring
- Optimising performance
- Practical Build Labs

Live Classes: 12 Sessions



Modules

4

Module 4: AI Assistants & Copilots

This module introduces apprentices to the rapidly growing world of AI assistants and copilots. They learn how large language models can support knowledge work, streamline communication, and automate structured tasks across an organisation. The focus is on practical capability: designing prompts, building structured outputs, integrating AI into workflows, and understanding where AI assistants add value and where they don't.

By the end of the module, apprentices can confidently use tools like Microsoft Copilot, OpenAI, and Gemini to create intelligent assistants, triage information, summarise content, and support decision-making in a safe, reliable, and responsible way.

Topics Covered:

- Prompt Engineering Foundations
- AI Assistants for Knowledge Work
- Microsoft Copilot in M365
- Gemini for Structured Tasks
- OpenAI & API-Driven Assistants
- Responsible Use of AI Assistants
- Practical Build Sessions



Copilot

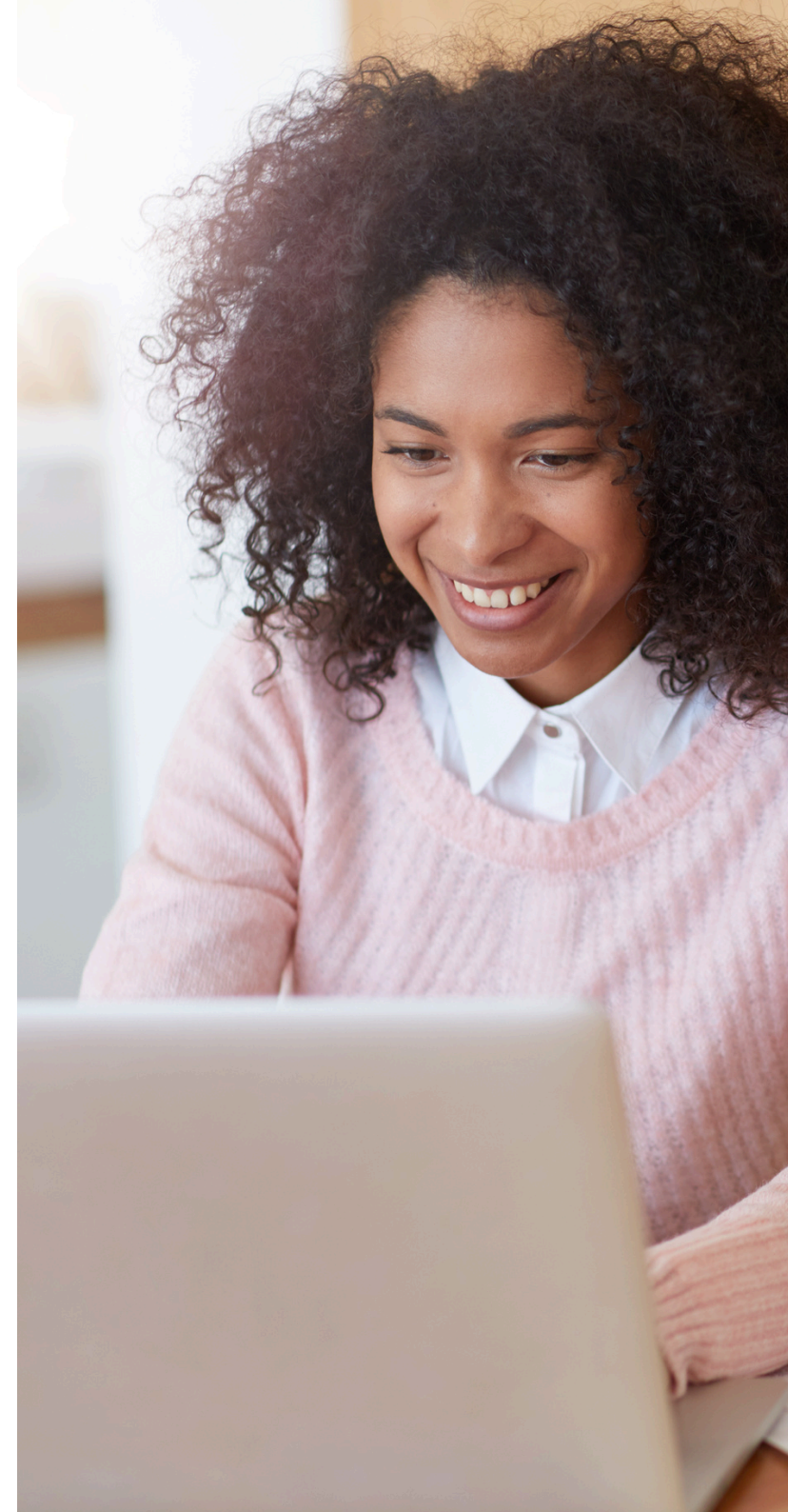


OpenAI



Gemini

Live Classes: 6 Sessions



Modules

5

Module 5: Data, Testing, Assurance & Governance

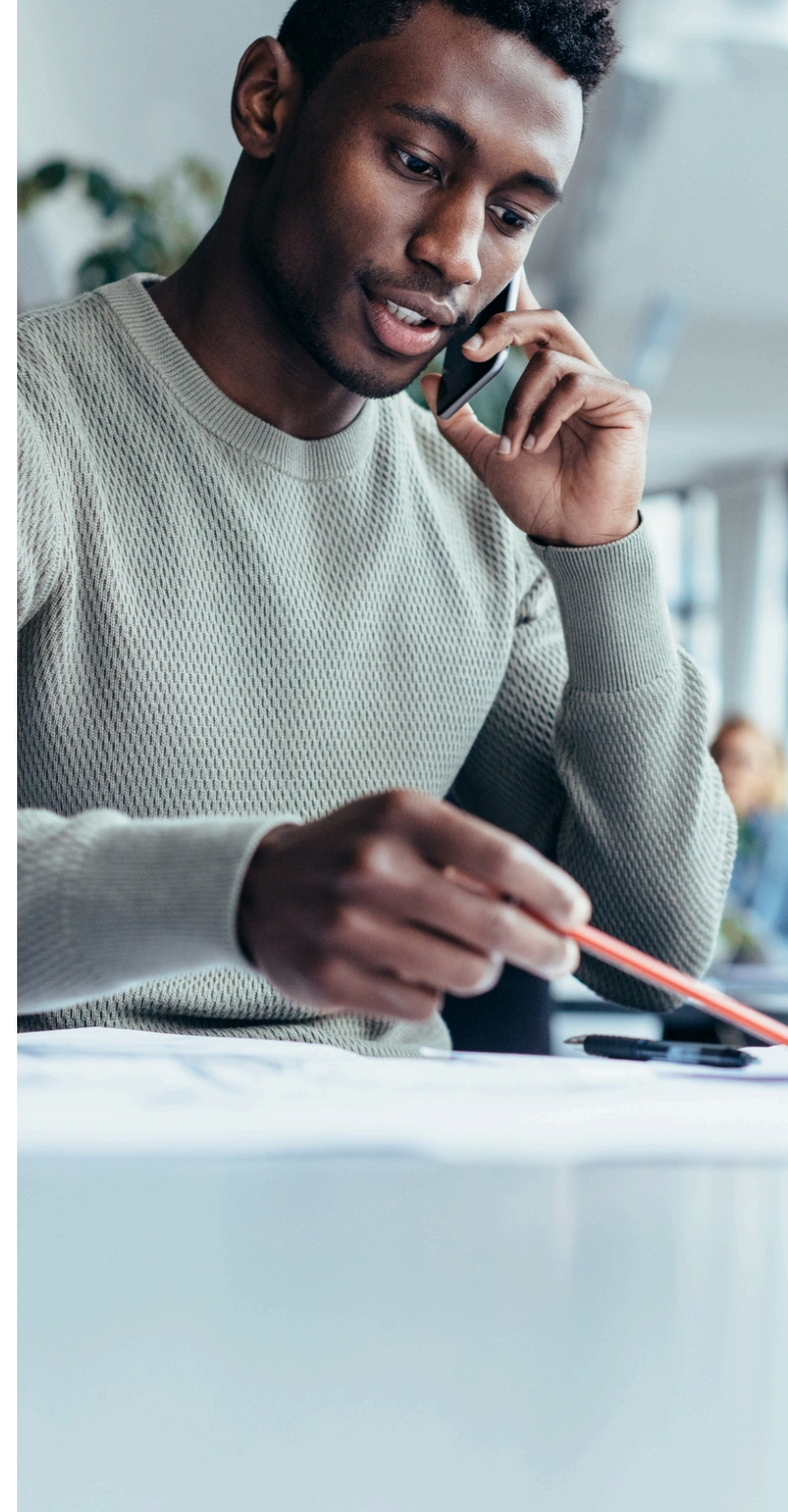
The focus is on building confidence in analysing data quality, designing test plans, validating outputs, and documenting assurance processes. Apprentices also explore governance frameworks, risk assessment, and the controls needed to deploy automation and AI solutions responsibly at scale.

By the end of the module, apprentices can test workflows end-to-end, identify failure points, implement monitoring, and produce governance documentation that stands up to scrutiny.

Topics Covered:

- Data Foundations
- Testing & Assurance
- Tools for Testing
- Governance & Risk
- Monitoring & Reliability
- Documentation & Compliance
- Creating assurance packs
- Communicating risks to stakeholders

Live Classes: 5 Sessions



Modules

6

Module 6: Change, Training & Adoption

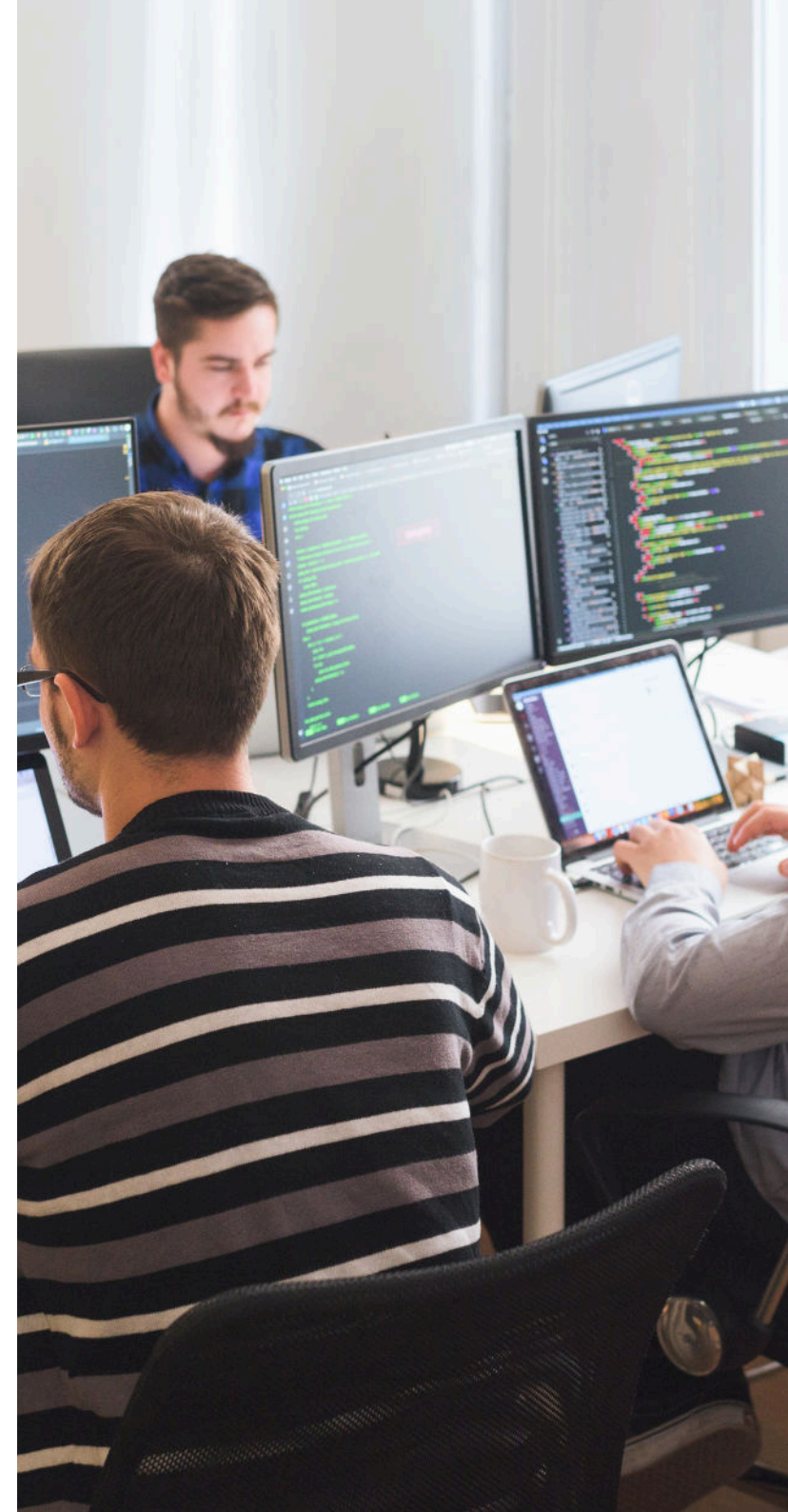
This module equips apprentices with the people-focused skills needed to successfully introduce automation and AI into an organisation. Apprentices learn how to engage stakeholders, understand resistance, design training materials, and support teams through change. They also explore communication strategies, adoption planning, and how to measure the impact of new tools on real workflows.

By the end, apprentices can confidently deliver training, support colleagues, and drive adoption in a way that feels collaborative, transparent, and aligned with organisational goals.

Topics Covered:

- Stakeholder Engagement
- Change Management Foundations
- Training Design & Delivery
- Communication Strategies
- Adoption Planning
- Practical Application
- Building training packs for automation or AI assistant

Live Classes: 3 Sessions



Modules

7

Module 7: Monitoring, Optimisation & Value Measurement

This module teaches apprentices how to ensure that automation and AI solutions continue to deliver value long after they go live.

The module also introduces value measurement frameworks, helping apprentices quantify time savings, cost reductions, error reduction, and service improvements. They explore how to build dashboards, track KPIs, and communicate results to stakeholders in a clear, compelling way.

Topics Covered:

- Monitoring Foundations
- Tools for Monitoring
- n8n execution logs
- Zapier task history
- Platform-level analytics
- Power BI dashboards
- Optimisation Techniques
- Value Measurement
- Dashboards & Reporting
- Continuous Improvement

Live Classes: 2 Sessions



Modules

8

Module 8: Capstone Project & Final Preparation

This final module gives apprentices the space, structure, and support to demonstrate everything they've learned across the programme. They work on a substantial Capstone Project that showcases their ability to analyse a process, design a solution, build an automation or AI assistant, test it, document it, and communicate its value to stakeholders.

By the end of the module, apprentices have a polished portfolio, a completed project that delivers real organisational value, and the confidence to perform strongly in their EPA.

Topics Covered:

- Capstone Project Scoping
- Project Delivery
- Value Demonstration
- Portfolio Development
- Mock Assessment Preparation
- Final Readiness

Live Classes: 3 Sessions



End-Point Assessment



The End-Point Assessment (EPA) is completed with an awarding body. We ensure that the student is well prepared by conducting mock assessments and internal checks throughout the apprenticeship journey. Once we are in agreement that you are ready, with approval from the employer, the student will then be submitted for EPA.

Assessment Criteria

The apprenticeship criteria is made up of **Knowledge, Skills and Behaviours** that makes the occupational standard.



Knowledge

The ability to convey knowledge effectively



Skills

Demonstrate practical skills with confidence



Behaviour

Exhibit professional workplace behaviour

You can view all of the detailed assessment criteria within the **Artificial Intelligence (AI) & Automation Practitioner** standard via Skills England.

EPA Process



Portfolio



Project Proposal

Everything prior to gateway is completed with **Velocity Academy**

Gateway (End of practical learning period)

Everything post gateway is completed with the End Point Assessment Organisation (**EPAO**).



Professional Discussion



Project Report with Questions

Certificate & Achievement





Ready to partner with us?

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