

Business Analyst

for the AI Era

The Complete Programme Guide for Employers, Training Providers & L&D Teams

How 71 KSBs, 33 portfolio templates, and ten or more AI Buddies built and deployed using no-code and low-code tools combine into a programme that produces Business Analysts ready for tomorrow — not just qualified for yesterday.

BUSINESS ANALYSIS SKILLS TRACK



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Master Agentic AI Academy · masteragenticai.academy

Is this programme right for you?

This guide is for anyone making a decision about the ST0117 Level 4 Business Analyst apprenticeship — whether you are investing your organisation's levy funds, building a training programme, managing a team, or considering the qualification yourself. It sets out what the programme delivers, how it works, what it costs (and what the government pays), and what makes this particular programme different from every other provider in the market.

TRAINING PROVIDERS

You are building or expanding an ST0117 offer and are evaluating partnership, content licensing, or co-delivery. This guide covers the full programme architecture.

L&D & HR DIRECTORS

You hold apprenticeship levy funds and need a high-quality BA qualification route. This guide covers funding, employer obligations, and the outcomes your organisation can expect.

LINE MANAGERS

You are sponsoring an apprentice and need to understand what they will be doing month by month, how much of your time is required, and what they will be capable of at the end.

ASPIRING BAS

You want the Level 4 BA qualification and want to understand whether this route — levy-funded, AI-integrated, practitioner-taught — is the right one for your career.

What you will find in this guide:

PROGRAMME STRUCTURE

A month-by-month breakdown of what your apprentice learns, in plain English — from stakeholder mapping in Month 1 to multi-agent AI orchestration in Month 11.

THE AI INTEGRATION TRACK

Ten or more AI Buddies built progressively using no-code and low-code tools — each one directly relevant to the BA skill being developed that month. Built, tested, and deployed. Not left on a laptop.

FUNDING & EMPLOYER COSTS

How the apprenticeship levy funds up to £18,000 per apprentice — and what non-levy employers actually pay (it is less than you think).

ASSESSMENT & QUALIFICATION

How the End-Point Assessment works, what the portfolio covers, and why this programme is designed from Day 1 to produce Distinction-level outcomes.

71

KSBs fully covered across 11 months

£18k

Maximum government funding per apprentice

33

Portfolio templates built during programme

5

AI Buddies built and deployed

Beyond the bare minimum.

Every ST0117 provider covers the same standard. The difference is in how it is taught, who is teaching it, and what the apprentice can actually do at the end. Here is what sets this programme apart.

PRACTITIONER-LED

**Real-world BA expertise.
Not training theory.**

This programme is built and delivered by someone who spent decades practising Business Analysis at the highest levels — advising the Board of BG Group on £1bn+ of annual investment across 26 countries, and strategy consulting at Monitor. Your apprentice is not being taught by a trainer who has read a textbook. They are being taught by someone who has done the job.

AI-INTEGRATED FROM DAY ONE

**Ten or more AI Buddies.
No code required.**

AI is woven into every month of the programme — not bolted on at the end. Using no-code and low-code tools, every apprentice builds ten or more AI Buddies — one aligned to each BA skill as it is learned. No prior coding knowledge required. Each AI Buddy is deployed and usable from day one.

24/7 AI TUTOR-BUDDY

**Support that does not
stop at 5 o'clock.**

Every apprentice has access to an AI Tutor-Buddy — a purpose-built AI support tool trained on the ST0117 standard, the programme content, and the apprentice's own workplace context. It answers questions, reviews draft work, and provides adaptive coaching whenever the apprentice needs it — not just during scheduled sessions.

DISTINCTION-LEVEL FOCUS

**We aim for the top.
Portfolio from Day 1.**

Most programmes target a pass. This one targets a Distinction. Portfolio development begins in Month 1 and is built cumulatively across all 11 months, with 33 structured templates that map directly to the EPA assessment criteria. By the time your apprentice reaches the End-Point Assessment, their evidence base is complete — not assembled in a panic in the final month.

"A Business Analyst who can build the AI tool, not just recommend it — that is the professional your organisation needs now, and will need even more in five years."

Industries currently served by this programme:

Dental

Manufacturing

Insurance

Legal

Automotive

Food Franchising

Financial Services

Healthcare

11 months. 71 KSBs. Two tracks.

Each month delivers a core BA competency alongside a parallel AI integration skill. Traditional BA skills and AI capabilities are developed simultaneously — not sequentially.

Month & Theme	What your apprentice masters	AI Buddy introduced
1 · Foundations	Stakeholder mapping, BA value proposition, communication planning, the BA role within a change initiative	<i>AI Stakeholder Matrix Builder — no-code AI tool deployed</i>
2 · Methodologies	Waterfall vs Agile selection, business change lifecycles, quality assurance frameworks, technology trends	<i>Methodology Recommender — no-code AI decision support tool</i>
3 · Investigation	PESTLE analysis, structured investigation techniques, problem identification & definition, data protection compliance	<i>Environmental Analysis Generator — prompt-driven AI research tool</i>
4 · Requirements	Elicitation techniques, functional & non-functional documentation, requirements prioritisation, traceability, validation	<i>Requirements Capture & Validation Assistant — low-code AI document tool</i>
5 · Process Modelling	BPMN notation, process hierarchy, eliciting process information from stakeholders, process documentation standards	<i>Process Documentation Generator — no-code AI writing and diagram tool</i>
6 · Process Analysis	Efficiency analysis, root cause analysis, UX & accessibility considerations, future-state process design	<i>Process Improvement Recommender — no-code AI workflow analysis tool</i>
7 · Data & Modelling	Data requirements analysis, data modelling techniques, GDPR compliance, data quality governance	<i>Data Quality Monitor — low-code AI data assessment dashboard</i>
8 · Gap Analysis	Current-state documentation, future-state design, technology assessment, transition roadmapping	<i>Gap Analysis Generator — low-code AI document comparison tool</i>
9 · Testing & Acceptance	Acceptance criteria, testing phases, UAT facilitation, business readiness assessment, quality assurance	<i>Test Case & Acceptance Criteria Generator — no-code AI testing tool</i>
10 · Stakeholder Mgmt	Stakeholder analysis, change impact assessment, cost-benefit analysis, benefits realisation frameworks	<i>Stakeholder Comms & Change Impact Planner — low-code AI planning tool</i>
11 · Integration	All 71 KSBs applied in complex integrated scenarios, portfolio completion, EPA preparation, professional practice	<i>20+ Agentic AI Opportunities identified; 1-3 year implementation roadmap produced</i>

KSB coverage: 28 Knowledge areas · 30 Skills · 13 Behaviours · All assessed at End-Point Assessment

Foundations & Core Analysis Skills

The first four months establish the professional BA mindset and build the analytical toolkit your apprentice will use throughout their career — structured investigation, stakeholder communication, and rigorous requirements management.

MONTH 1 Foundations of Business Analysis

Your apprentice learns what Business Analysis actually is — not as a job title but as a discipline. They map stakeholders, plan communications, build a BA Value Proposition Canvas, and understand how the BA role fits within a business change initiative. By the end of Month 1 they can hold a structured stakeholder conversation and document the results professionally.

AI BUDDY AI Stakeholder Matrix Builder — a no-code AI tool that auto-generates stakeholder maps and communication matrices from a project brief. First working application built and deployed.

MONTH 2 Methodologies & Change Management

Waterfall and Agile are not abstract concepts here — your apprentice learns to select the right methodology for a given context, understand business change lifecycles, develop quality assurance frameworks, and work across multidisciplinary teams. They can advise on methodology choice with evidence-based reasoning.

AI BUDDY Methodology Recommender — a no-code AI decision support tool that analyses project characteristics and recommends the appropriate development approach with evidence-based rationale.

MONTH 3 Investigation & Environmental Analysis

Your apprentice masters structured investigation — running PESTLE analyses, conducting interviews and workshops, identifying root problems rather than symptoms, and building compliance awareness around data protection legislation. They produce a professional problem definition that stakeholders trust.

AI BUDDY LLM-driven environmental analysis pipelines; AI-assisted investigation and data analysis; building awareness of data ethics and responsible AI practice.

MONTH 4 Requirements Engineering Fundamentals

Requirements elicitation, documentation, prioritisation, and validation — the core of BA practice. Your apprentice learns to distinguish requirements from solution descriptions, manage functional and non-functional requirements, prioritise using structured techniques, and maintain traceability throughout a change initiative. The 33 portfolio templates begin here.

AI BUDDY Requirements Capture & Validation Assistant — a low-code AI tool that converts workshop notes and interview outputs into structured, categorised, prioritised requirements with gap alerts.

Process, Data & Solution Design

The middle months build the deep analytical skills that distinguish a good BA from an excellent one — process thinking, data literacy, and the ability to design solutions that are technically grounded and commercially realistic.

MONTH 5 Business Process Modelling

Your apprentice learns BPMN notation to international standards — creating process maps that any stakeholder can follow. They build process hierarchy models, elicit process information from subject-matter experts, and understand the relationship between processes and data. Output: a professional process model portfolio.

AI BUDDY Process Documentation Generator — a no-code AI tool that produces draft BPMN process narratives and structured process documentation from stakeholder descriptions.

MONTH 6 Process Analysis & Improvement

From mapping to improving — your apprentice analyses existing processes for inefficiency, applies root cause analysis, considers user experience and accessibility, and designs future-state processes that are measurably better. They can present improvement proposals to both technical and non-technical audiences with confidence.

AI BUDDY Process Improvement Recommender — a no-code AI analysis tool that reviews existing process documentation, identifies inefficiencies and bottlenecks, and generates prioritised improvement recommendations.

MONTH 7 Data Requirements & Modelling

Data is the foundation of modern BA practice. Your apprentice learns to elicit business data needs, build simple data models, assess data quality, and apply GDPR compliance requirements to real projects. They can specify data requirements that development teams can act on without further clarification.

AI BUDDY Data Quality Monitor — a low-code AI dashboard that assesses data sets against defined quality rules, flags GDPR compliance issues, and produces governance-ready reports.

MONTH 8 Gap Analysis & Solution Design

The full analytical cycle: documenting the current state, designing the future state, identifying the gaps, and building a transition roadmap. Your apprentice applies technology trend awareness and develops the commercial judgement to assess which solutions are viable. They produce a gap analysis and solution design that would stand up in a board presentation.

AI BUDDY Gap Analysis Generator — a low-code AI document comparison tool that ingests current-state and future-state documents and surfaces key gaps with recommended transition actions.

Advanced Practice & Professional Qualification

The final three months integrate everything and raise the bar. Your apprentice works on complex, multi-strand business analysis scenarios, completes their portfolio, and prepares for the End-Point Assessment with evidence that is already built — not assembled at the last minute.

MONTH 9 Testing, Acceptance & Implementation

Your apprentice learns to define rigorous acceptance criteria, plan and support user acceptance testing, assess business readiness for change, and ensure that what gets built matches what was specified. They work directly with test teams and business stakeholders — the classic BA gateway role.

AI BUDDY Test Case & Acceptance Criteria Generator — a no-code AI testing tool that converts acceptance criteria into test scenarios and test cases, covering both functional and edge cases.

MONTH 10 Stakeholder & Change Impact Management

The human side of BA — your apprentice develops deep stakeholder analysis capability, maps areas of interest and resistance, conducts cost-benefit analyses, builds change impact assessments, and structures benefits realisation plans that give sponsors the evidence they need to justify investment.

AI BUDDY Stakeholder Comms & Change Impact Planner — a low-code AI planning tool that produces tailored stakeholder communications and structured change impact assessments from project data.

MONTH 11 Advanced Integration & Professional Practice

All 71 KSBs applied in integrated, complex scenarios. Agile BA practices. Portfolio completion. Professional development planning. Your apprentice demonstrates that they can handle a full end-to-end business analysis engagement independently — not just individual tasks in isolation.

AI BUDDY Agentic AI Opportunity Map — 20+ Agentic AI use cases identified and prioritised across the apprentice's organisation. A 1–3 year implementation roadmap produced and presented as part of the EPA portfolio.

END-POINT ASSESSMENT

How your apprentice is assessed and qualified

01

Project Proposal & Presentation

A real workplace BA project — scoped, analysed, and presented to an independent assessor. The 33 portfolio templates provide the evidence base. Typically 45–60 minutes including Q&A.

02

Professional Discussion

A structured discussion underpinned by the portfolio — designed to probe all 71 KSBs. Because the portfolio is built progressively from Month 1, there are no gaps to scramble to fill at the end.



Grade Outcome

Fail, Pass, Merit, or Distinction. This programme is designed from Day 1 to target Merit or Distinction — evidence quality is the differentiator, and evidence quality is built throughout.

Ten AI Buddy types. Three industries. Ninety-one opportunities.

The AI Buddies in this programme are not invented for a curriculum. They are grounded in real analytical work: across a multi-site dental group, a premium cabinetry studio, and a regional insurance brokerage, ninety-one AI opportunities were identified in the first four months alone — seven months of the programme still remaining.

Ten AI Buddy types appeared independently across all three businesses — different sectors, different sizes, different customer profiles, the same underlying problems and the same categories of solution. Every Buddy your apprentice builds maps to one of these types.

TYPE 1

Out-of-Hours Lead Capture

Engages every inbound enquiry immediately, regardless of when it arrives. In all three case studies, the highest-value leads were arriving outside business hours and going unanswered — revenue the organisation had already paid to generate, leaking at the first touchpoint.

✓ Confirmed across all three industries

TYPE 2

Expert Knowledge Preservation

Converts one person's expertise into a structured tool the whole team can use. Every case study found critical performance depending on whether a specific individual was available — and no mechanism for transferring that knowledge to anyone else.

✓ Confirmed across all three industries

TYPE 3

Transcription & Structured Notes

Produces complete, accurate records of appointments, calls, and meetings automatically — without relying on memory. Clinical notes written from 75–80% recall. Call summaries produced inconsistently. Project notes informal and partial. Same problem, every sector.

✓ Confirmed across all three industries

TYPE 4

Handoff Briefing Tool

Generates a personalised context brief for whoever receives the work next. In all three businesses, downstream performance was directly constrained by how little information was passed at the handoff — and how little of what was known was ever shared.

✓ Confirmed across all three industries

TYPE 5

Validation & Quality Assurance

Cross-checks work against defined rules before it is acted on — not after it fails. Ordering errors caught before submission. Clinical examination gaps flagged before the patient leaves. Call quality monitored at 100% rather than 3–4%. Pre-action validation addresses all three.

✓ Confirmed across all three industries

TYPE 6

Operations & Performance Dashboard

Replaces manual weekly reporting with always-current operational intelligence. All three businesses were spending significant management time assembling last week's numbers — time better spent on analysis. The dashboard replaces the assembly process, not the analyst.

✓ Confirmed across all three industries

TYPE 7

Content & Proposal Generator

TYPE 8

Training & Coaching Companion

Converts structured inputs into complete, consistent first-draft documents. Treatment presentations, project proposals, trade proposals — the blank-page problem exists in every sector, at every level of the organisation, on every document that gets produced from scratch.

✓ Confirmed across all three industries

Embeds performance standards and coaches against them — without trainer time. Examination quality, qualification frameworks, advisor coaching: in all three businesses, performance-critical knowledge had never been made teachable. This Buddy type systematises it.

✓ Confirmed across all three industries

TYPE 9

Follow-Up & Retention Automation

Systematically recovers revenue already earned but not yet collected. Outstanding treatment pipelines, post-completion aftercare, cross-sell opportunities on existing calls — across all three businesses, significant recoverable value was invisible in the P&L, available through consistent follow-up.

✓ Confirmed across all three industries

TYPE 10

Process Automation & Workflow

Eliminates high-frequency, rule-based manual work that no professional should be consuming. Compliance audits, portal logins, email triage, pipeline status reporting — all three case studies found the same thing: expensive professional time spent on tasks a system should be doing.

✓ Confirmed across all three industries

91

AI opportunities
across 3 businesses

M4

Identified at month
four
of an 11-month
programme

30%

Immediately
deployable
no build required

50%

Moderate build
API & workflow
integrations

20%

Strategic buildouts
full agentic
applications

Twenty to thirty-four opportunities. One roadmap. Your organisation.

Month 11 goes beyond building Buddies. Every apprentice conducts a structured Agentic AI audit of their own organisation — identifying between twenty and thirty-four specific AI opportunities across their processes, prioritising them by business impact, and producing a 1–3 year implementation roadmap their leadership can act on.

Across the three case study businesses, ninety-one opportunities were identified at Month 4 alone — thirty-four in the dental group, thirty-three in the cabinetry studio, twenty-four in the insurance brokerage. Your apprentice's organisation will not be different. The opportunities are there. The programme produces the person who can find them.

STEP 1 — OPPORTUNITY IDENTIFICATION

20–34 Agentic AI use cases identified

Your apprentice maps their organisation's processes, decisions, and data flows systematically — surfacing every realistic opportunity for AI to add value. Typically twenty to thirty-four use cases documented, each with a business impact assessment and feasibility rating. The three case study portfolios each reached this figure within four months.

STEP 2 — COMPLEXITY CLASSIFICATION

30 / 50 / 20 — the right tool for the right problem

Every opportunity is classified by complexity: approximately 30% are immediately deployable using no-code tools; approximately 50% require moderate build — workflow automation, API integration, custom dashboards; approximately 20% are strategic buildouts requiring phased investment. Getting this classification right is where the BA skill creates the most financial value — over-engineering a simple problem wastes months; under-resourcing a complex one produces a half-built system.

STEP 3 — ROADMAP CONSTRUCTION

A 1–3 year phased implementation plan

Opportunities are sequenced into a phased roadmap — immediately deployable quick wins in the first sixty days, moderate-complexity builds over months two to twelve, and strategic agentic applications in years two and three. Change management, data readiness, and governance considerations are built into the phasing — not added as an afterthought. The roadmap is financially grounded: every recommendation carries a build cost estimate, an annual saving estimate, and a payback period.

STEP 4 — EPA PORTFOLIO SUBMISSION

A board-ready deliverable, assessed at EPA

The Agentic AI Roadmap is submitted as a core component of the EPA portfolio and forms the basis of the Project Proposal and Presentation. It demonstrates all integration KSBs and positions the apprentice not as a junior BA executing tasks — but as an AI-fluent strategic analyst who has produced a financially justified transformation plan for their organisation.

"Most organisations have no idea how many AI opportunities are sitting untouched in their day-to-day processes. Your apprentice will find them, quantify them, and hand you the roadmap to act on them. An external consultancy charges £100,000–£250,000 for the same output. The levy has already paid for yours."

What your apprentice holds at the end.

71

KSBs — 28 Knowledge, 30 Skills, 13 Behaviours

33

Portfolio templates completed & evidenced

10+

AI Buddies built and deployed

L4

Regulated qualification — EPA externally assessed

KSB COVERAGE

All 71 KSBs. Not a tick-box exercise.

Every Knowledge, Skill, and Behaviour in the ST0117 standard is covered — progressively across 11 months, not crammed into the final quarter. Each month's portfolio template maps directly to specific KSBs, so coverage gaps are identified and closed during the programme, not at EPA gateway.

PORTFOLIO & TEMPLATES

33 structured templates. Built as they learn.

The 33 portfolio templates are not blank documents. They are structured frameworks that guide the apprentice through each BA activity — from stakeholder matrices in Month 1 to integrated BA approach frameworks in Month 11. The portfolio is the evidence base for both EPA components.

AI PROFICIENCY

Five real tools. Market-ready skills.

By the end of the programme, your apprentice will have built and deployed ten or more AI Buddies using no-code and low-code platforms — one for every core BA skill. They will also have produced a 20+ opportunity Agentic AI roadmap for their organisation. These are not awareness-level skills. They are applied, practical, and immediately useful.

CAREER OUTCOME

A different kind of Level 4 graduate.

A standard Level 4 BA graduate can document requirements and map processes. A graduate from this programme has also built ten or more AI Buddies, identified 20+ Agentic AI opportunities in their organisation, and produced a 1–3 year implementation roadmap that their board can act on. That is the difference between a pass and a career accelerant.

Programme industries served — this programme has been designed for and deployed in:

Dental practice networks

Manufacturing

Insurance

Legal services

Automotive

Food franchising

Financial services

Healthcare

Your levy funds this. Completely.

The ST0117 Level 4 Business Analyst apprenticeship is fully funded through the apprenticeship levy — up to £18,000 per apprentice. For organisations that do not pay the levy, the government covers 95% of the cost. Here is how it works.

LEVY-PAYING EMPLOYERS

£0

out of pocket — drawn from your levy account

Programme cost:	Up to £18,000 per apprentice
You pay:	£0 — drawn from your Digital Apprenticeship Service account
Government pays:	Top-up if your levy pot is insufficient (10% government top-up)
Who qualifies:	Employers with an annual payroll of £1 million or more

NON-LEVY EMPLOYERS (SMES)

£900

your contribution — government pays the rest

Programme cost:	Up to £18,000 per apprentice
You pay:	5% = £900 (government co-investment)
Government pays:	95% = £17,100 direct to the training provider
Who qualifies:	Employers with annual payroll below £3 million

Eligibility — who can enrol:

NEW HIRES

You can recruit someone specifically into an apprenticeship role. The programme begins from their start date. You train and qualify them from scratch.

EXISTING EMPLOYEES

You can put an existing employee through the programme — regardless of how long they have worked for you. This is one of the most cost-effective upskilling routes available.

ANY SECTOR

The ST0117 standard applies across all industries. Dental, legal, manufacturing, insurance — Business Analysis is a cross-sector discipline and this programme is designed to reflect that.

Apprentices must be employed in England, aged 16 or over, and not already in full-time education. There is no upper age limit. The apprentice must spend at least 6 hours per week in off-the-job learning — this programme's blended structure is designed to make that time productive, not administrative.

Ready to talk? Let us start with a discovery call.

A 30-minute discovery call costs nothing and clarifies everything — what the programme would look like for your specific context, how your levy funding works, what your apprentice's starting point requires, and what a realistic timeline to qualification looks like. No pressure. No obligation.

Book a free 30-minute discovery call

Whether you are an employer with levy funds to deploy, a training provider exploring partnership, or a line manager who wants to understand what supporting an apprentice actually involves — this call is designed for you. Bring your questions. We will bring the answers.

Training Providers

Partnership, content licensing & co-delivery options

Employers & L&D

Levy guidance, enrolment process & employer obligations

Line Managers

What supporting an apprentice actually looks like day-to-day

Aspiring BAs

Whether this route is right for your background & ambitions

[Book at masteragenticaai.academy](https://masteragenticaai.academy)

This programme is delivered by Master Agentic AI Academy — an independent specialist in AI-integrated Level 4 Business Analyst apprenticeship delivery. The AI Tutor-Buddy, the ten or more AI Buddies built using no-code and low-code tools, and the Distinction-first portfolio approach are not features borrowed from another provider. They are built into the programme architecture from the ground up.

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