

ARTIFICIAL INTELLIGENCE (AI) AND AUTOMATION PRACTITIONER - LEVEL 4

Empowering your workforce to lead the digital revolution through ethical AI, seamless automation, and smarter workflows.



Programme Overview:

- Duration: 18 Months
- Level: 4
- Funding: Fully Levy-funded or co-investment models available.
- Implement human-centric AI solutions that are legally compliant, operationally efficient, and socially accountable.

“This Programme helps increase my productivity and makes my life easier”

“A perfect course for Future AI Superusers and Organisation Change Agents”

Level 4 Artificial Intelligence (AI) and Automation Practitioner

Empowering your workforce to lead the digital revolution through ethical AI, seamless automation, and smarter workflows.

The Level 4 AI and Automation Practitioner Apprenticeship is ideal for: Early to mid-level professionals who create, or are seeking to create, automations and wish to use AI to improve their team's processes, systems and workflows.

This AI and Automation Practitioner Apprenticeship Programme provides a comprehensive toolkit for anyone looking to master the practical and ethical implementation of AI within the modern workplace. By moving beyond simple automation, delegates will learn how to identify high-impact opportunities to streamline workflows, use low-code tools to solve real-world problems, and harness data to drive smarter, more confident decision-making. The curriculum places equal value on technical proficiency and the “human side” of innovation, ensuring you can navigate complex GDPR requirements and advocate for systems that enhance, rather than replace, human talent. Learners will gain the professional confidence to champion responsible AI that boosts productivity and delivers superior results for internal and external customers.

The broad purpose of the programme is to enhance productivity and support continuous improvement through the safe and responsible use of automation, integration, and AI tools.



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Modules covered in the programme:

The Ethical Frontier: AI Ethics & Values

This module examines the role of organisational leadership in defining AI values. It presents the strong business case for ethical adoption, covering reputational risk management, improved staff morale, and long-term organisational sustainability. Delegates learn to champion ethical practices, helping build trust and a positive culture regardless of their role.

Governance, Law, and GDPR in the AI Age

A thorough exploration of legal frameworks for automation, including employment rights, equality legislation, and GDPR/data protection requirements. Participants develop the knowledge to ensure digital solutions are compliant, transparent, and fair. This is essential for anyone handling data, processes, or people—enabling confident, risk-aware contributions in any department.

Spotting Waste & Inefficiency

Apprentices master techniques to map existing digital workflows, uncover waste, and highlight high-impact opportunities for AI and automation—focusing on improvements to customer satisfaction and key outcomes. Delegates from all areas gain practical tools to review and optimise their own processes, driving efficiency and better results organisation-wide.

Building for People

Centred on the core principle of “Augmentation, not Replacement,” this module teaches how to design AI systems that enhance human capabilities without creating disruption or friction. It equips delegates to create supportive tools that amplify team strengths, making technology a true ally for everyone—from frontline staff to senior leaders.

No-Code Automation Tools

A practical guide to “Low-Code” and “No-Code” tools, including how to select appropriate automation software and integrate it securely into existing systems. Delegates—especially those in non-technical roles—learn to automate routine tasks safely, freeing time for higher-value work and enabling quick, effective improvements across functions.

Change Management & The Social Impact of AI

This module addresses the human dimension of technology adoption, teaching change management principles to support colleagues through automation-driven shifts in roles, workflows, and culture. Delegates build skills to manage transitions empathetically, fostering resilience, inclusion, and buy-in throughout the organisation.

Data-Driven Decision Making

Participants learn to leverage AI for analysing complex datasets and generating actionable insights that inform strategic choices. This empowers delegates at all levels to use data more effectively—whether for operational tweaks, team performance, or high-level planning—leading to smarter, evidence-based decisions.

Agile Testing & Piloting

From concept to delivery, this module covers running successful pilots, evaluating against budgets and resources, and iterating based on real user feedback. Delegates gain the agility to test and refine AI solutions in practical settings, ensuring innovations are viable, cost-effective, and responsive to actual needs.

Agile Testing & Piloting

Apprentices develop expertise in conducting assurance activities, applying governance frameworks, and implementing risk mitigation strategies to keep AI tools accountable and safe. This builds confidence in deploying and overseeing AI responsibly, reducing potential downsides and protecting organisational integrity.

AI Risk & Security

Focusing on effective communication, empathy, and professional confidence, this module teaches delegates how to advocate for AI-driven change—balancing organisational goals with team perspectives when engaging leaders, colleagues, or boards. It equips everyone to influence positively and secure support for meaningful improvements.

Winning AI Support & Buy-In

This apprenticeship represents a strategic investment in your people, creating an AI-literate workforce equipped to thrive in the digital age. Delegates return with immediately applicable skills, renewed motivation, and the ability to contribute to responsible innovation at every level.

End Point Assessment Method

The End Point Assessment (EPA) for the Artificial Intelligence (AI) and Automation Practitioner Level 4 typically comprises of three core components:

Work-Based Project & Presentation

The apprentice delivers a substantial AI or automation project that solves a genuine business problem. They must produce a detailed report and present their findings, proving they can identify inefficiencies, implement technical solutions, and measure commercial impact.

Professional Discussion (Supported by Portfolio)

An in-depth interview where the apprentice demonstrates their competency using a portfolio of evidence gathered throughout the course. This ensures they can justify their technical choices, manage risks, and align their work with your organisational values.

Technical Test

A synoptic assessment that confirms a robust understanding of the legalities, data ethics (GDPR), and technical frameworks required to operate safely in an automated environment.

English, Maths and Functional Skills within the Apprenticeship

All apprentices have the opportunity to develop their English and maths skills as part of their apprenticeship and will need to develop sufficient skills to demonstrate competence in their chosen apprenticeship standard.

A 16-18-year-old must complete functional skills qualifications if they do not already hold any qualifications.

An individual aged 19 or over who does not hold existing qualifications should, with their employer, decide whether to pursue functional skills; however, these are not mandatory for programme completion.



The TESS Group
109 Innovation Centre
Green St
Northampton
NN1 1SY

01604 210 500
info@thetessgroup.com
www.tessgroup.co.uk

