

# The BA Manager Forum

# BA Apprenticeship



# Agenda



**Landscape**



**Hiring the right apprentices – group discussion**



**An inside view**



**Employer challenges – group discussion**



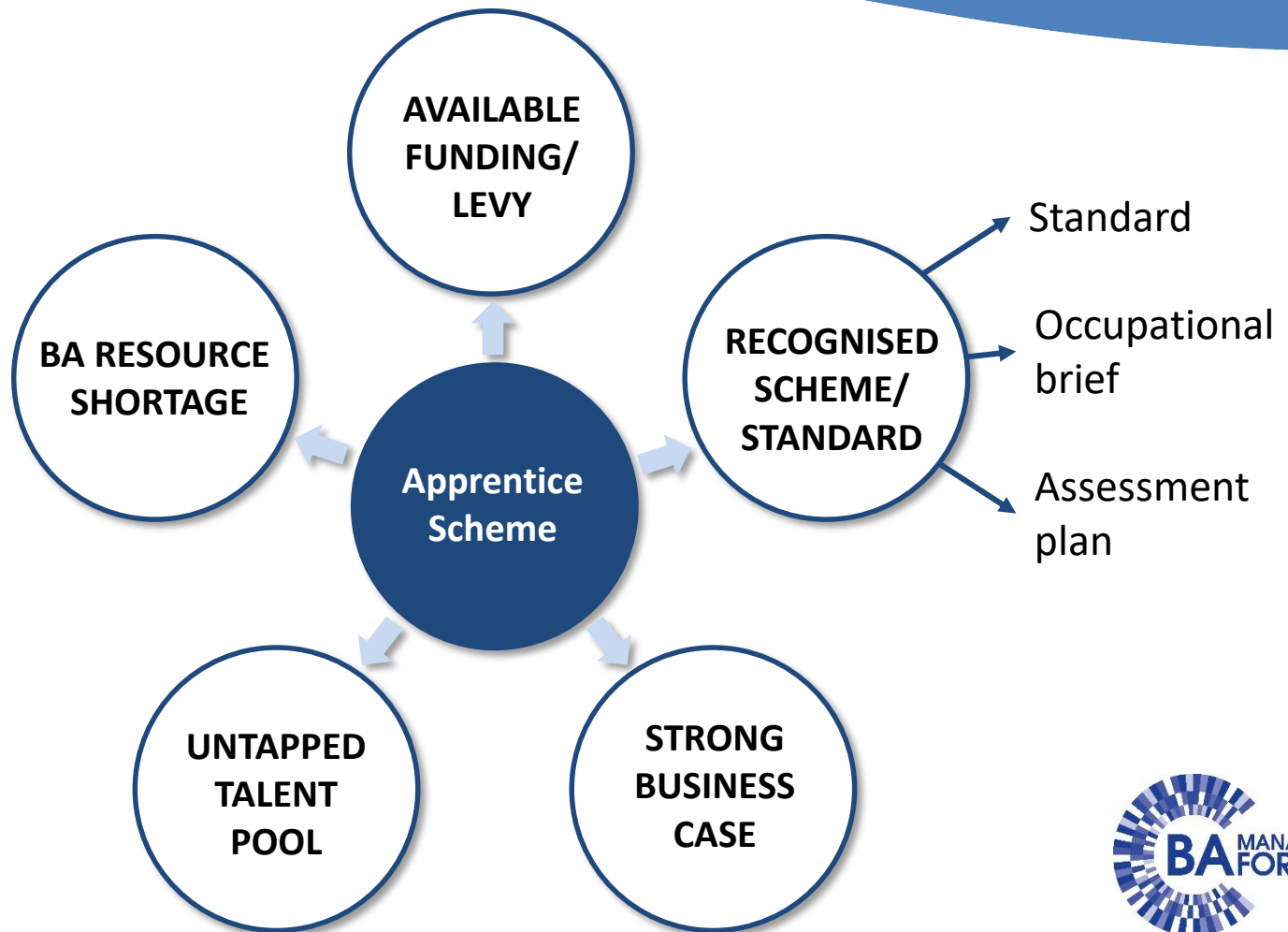
**Q & A – Panel discussion**



**Next steps**



# The Landscape



# The Standard

Technical competencies

Technical knowledge and understanding

Underpinning skills, attitudes and behaviours

18 month duration

Level 4 qualification (above A-level)

# Technical Competencies

Investigation  
Techniques

Gap Analysis

Business Process  
Modelling

Acceptance Testing

Requirements  
Engineering and  
Management

Stakeholder Analysis  
and Management

Data Modelling

Business Impact  
Assessment

# Underpinning Skills, Attitudes and Behaviours



Logical and creative thinking



Analytical/problem solving



Work independently



Initiative and organisation



Communication

# Occupational Brief

Minimum standards

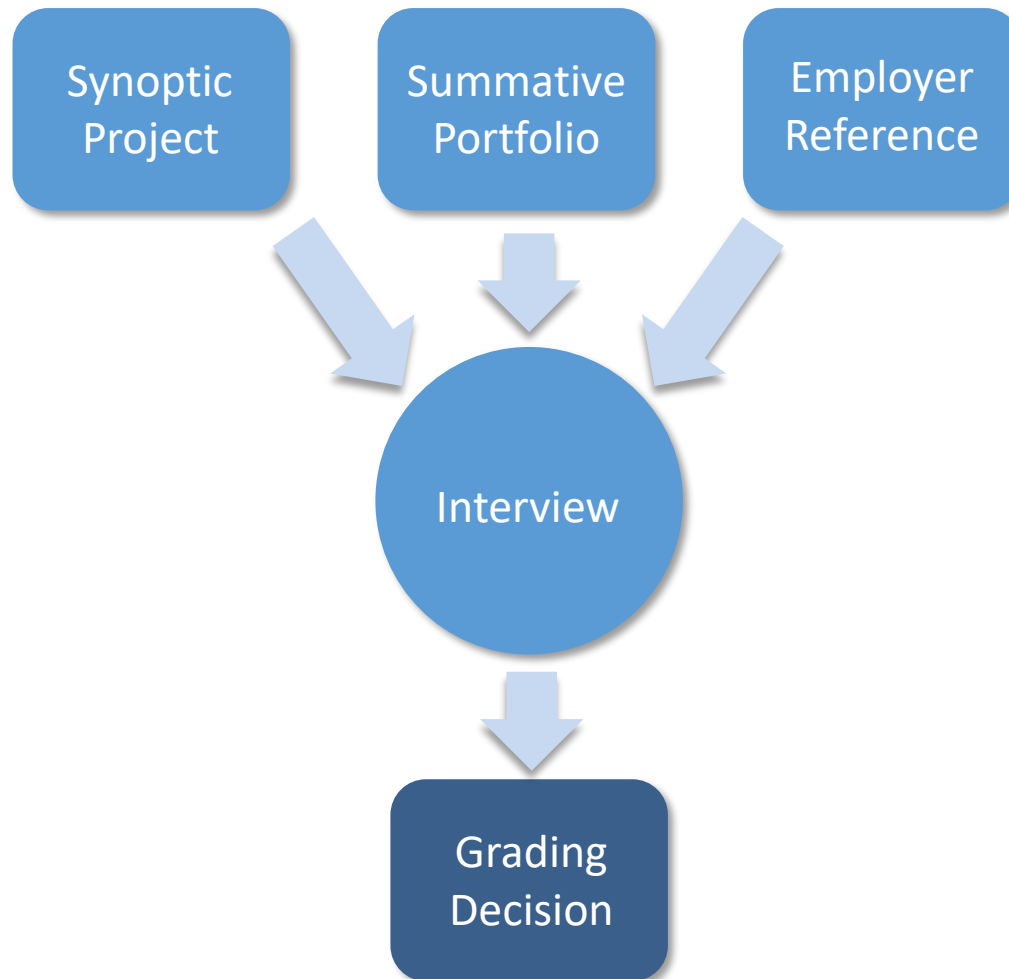
Grading criteria

The what: what the apprentice has shown they can do

The how: the way in which the work has been done

The with whom: personal and interpersonal qualities

# The Assessment Process





# Making your programme a success – the stakeholders



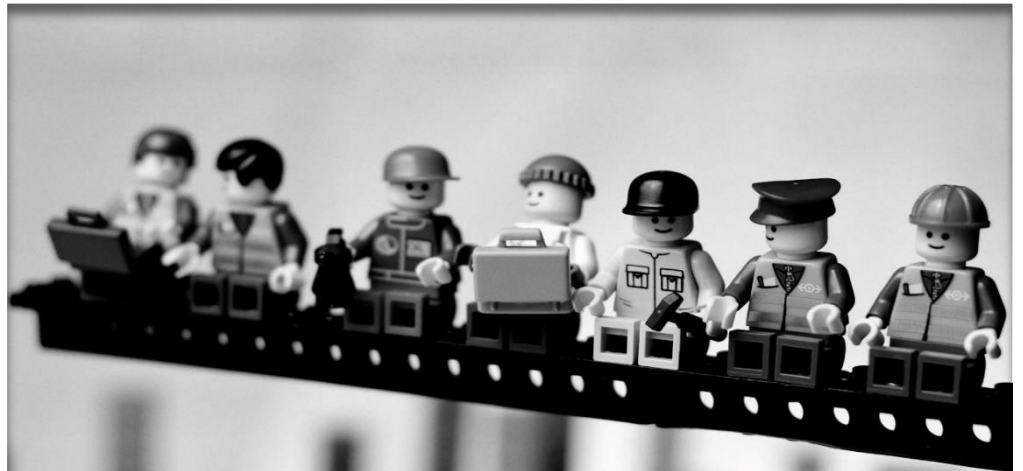
# Group discussion – Hiring

- **What you will look for?**
- **How will you achieve this?**

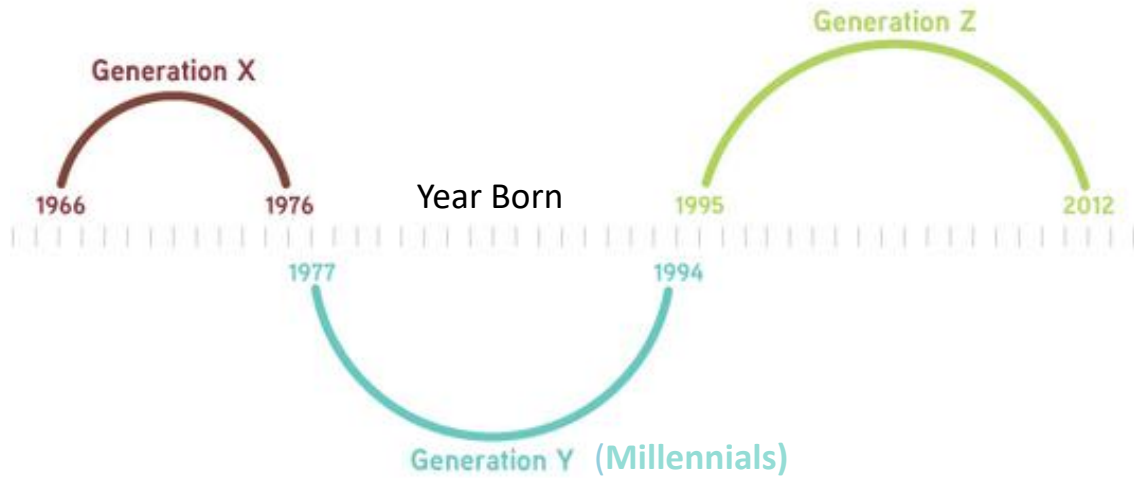
# Insights into Apprenticeships

Pete Watson

- supporting apprentices since 1992!

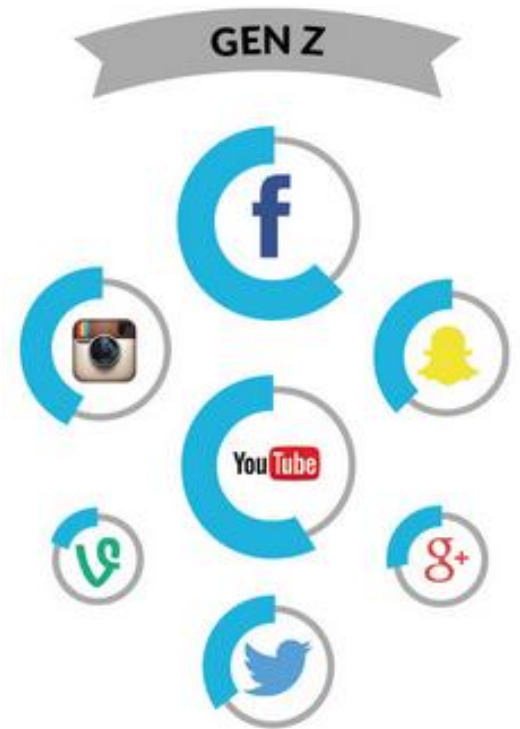
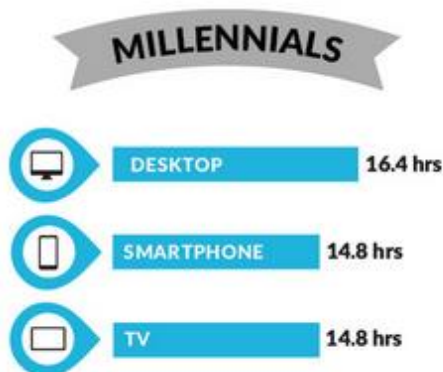
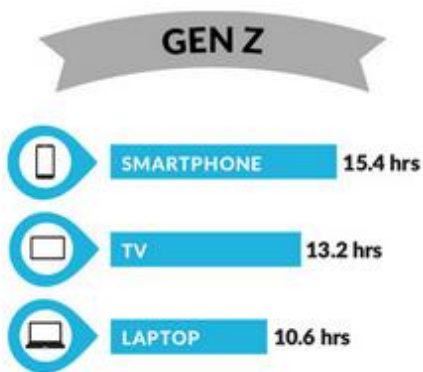


# Think Generation Z (“born social”)



## MOST USED DEVICES (average hours/week)

*Often at the same time!*



# Benefits to Employers

- ✓ Energy / enthusiasm / new ideas
- ✓ Understand your generation Z customers - social media experts!
- ✓ Potential for strong psychological contract -> retention
- ✓ Apprenticeship content can often be tailored for your needs
- ✓ Low cost – potentially a quick return on investment
- ✓ Ability to shape minds – less bad habits to undo!
- ✓ Apprenticeship providers carry out the hard assessment work

# Benefits to apprentices

- ✓ Paid work
- ✓ Blended learning on the job – real skills gained quickly
- ✓ Recognised qualification - additional 'self directed learning' should be encouraged though!
- ✓ When compared with University, no £44k debt after 3 years!

# Watch outs for employers

- ✓ Line managers need to understand young people (personal problems)
- ✓ Career pathway - onward training / salary increase -> retention
- ✓ Company social network in place.
- ✓ Lack of experience/commercial awareness -> mitigate with office etiquette training and commercial training
- ✓ Replicate some University experience in the workplace
- ✓ Consider career break options

# Group discussion

➤ **The challenges faced – what are they?**

➤ **What information do you need?**



# Key Challenges

- Effective hiring
- Time to invest – preparation and coaching
- 20% rule – off the job training
- Competing for funds internally
- Selecting the right provider
- Lack of awareness – what is an apprentice?
- Perceptions – building understanding

# Off the job training – that 20%

## Must:

- Take place within apprentices normal working hours
- Be directly relevant to the apprentice standard

## Can include:

- Learning support provided by employer or the provider
- Formal courses
- Coaching
- On line learning
- Simulated exercises/Role play
- Practical training
- Shadowing
- Receiving mentoring
- Industry visits/visiting other companies/suppliers
- Attendance at competitions
- Visiting other employer departments





OFF THE JOB  
TRAINING

# Panel Q&A



# Next steps

-  **BA Manager Forum group on apprenticeships**
-  **Information share**
-  **Programme review**
-  **Future workshop**