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Programme Guide

# MICROSOFT DATA ESSENTIALS

LEVEL 3 APPRENTICESHIP WITH INCLUSIVE  
MICROSOFT EXCEL CERTIFICATION

QA.com

## DIGITAL AND DEGREE APPRENTICESHIPS

### Building tech careers in the workplace

We offer digital and degree apprenticeships that focus on the most in-demand tech skills including; cyber, IT, software development, data and digital marketing, along with others in project management and senior leadership.

With programme pathways from Level 3 – Level 7, we help learners to progress and grow within your company, helping you retain talent and build capabilities.

Our award-winning approach to blended learning enables apprentices to develop further and faster, adding immediate value to their roles, whilst our interactive portal with real-time dashboards and trigger alerts enable managers to effectively and efficiently track progress.



**Experience:** 30,000 apprenticeships placed



**An unrivalled talent pool:** 100,000 apply to join our programmes every year



**Award-winning:** Recipient of the Gold Award at the Learning Tech Awards 2020 for our apprenticeship delivery model



**Proven:** We have the highest overall pass rate among UK tech training providers\*

\*based on end-point assessments by the BCS 2020

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## QA'S PARTNERSHIP WITH MICROSOFT

QA is Microsoft's largest Gold Learning Partner in the UK, training over 45,000 people in Microsoft technologies and applications.

Our comprehensive range of courses are kept up to date with the latest Microsoft content and our large team of subject matter experts is here to help you at every stage of your Microsoft training and certification journey.

Our learning professionals are among the best in the world, each with extensive experience and a proven track record of delivering the skills that transform performance and ensure lasting benefits.

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## QA SUPPORT MICROSOFT'S CAMPAIGN TO NARROW THE DIGITAL SKILLS GAP



Microsoft anticipates that by 2025 the UK will need more than 3 million new skilled people in technology – including 1.5 million new developers and nearly 1 million new people across machine learning, artificial intelligence (AI), data and cloud roles.

As part of the industry's response to this digital skills shortage, Microsoft has announced a five-year campaign called Get On 2021.

We're proud to be supporting Microsoft's Get On 2021 five-year initiative, to help 1.5 million people build careers in technology and help 300,000 connect to tech job opportunities.

QA apprenticeship programmes have already delivered over 10,000 Microsoft tech apprentices into UK businesses and to support the initiative, in partnership with Microsoft, QA has designed the apprenticeship programme to align to an exciting Microsoft career path.



There has never been a better time for people thinking about their future to consider a role in tech, that's why we are delighted that QA is joining Microsoft's Get On 2021 campaign.

As one of our UK Gold Learning Partners, QA brings to bear their long-standing pedigree in training, re-skilling and certifying thousands of Microsoft IT Professionals, developers and apprentices.

**Simon Lambert**  
Chief Learning Officer  
Microsoft UK



# ROLE PROFILE

## MICROSOFT DATA ESSENTIALS

Data-focused roles are found in all sectors where data is generated or processed such as finance, retail, education, health, media, manufacturing and hospitality.

The broad purpose of the occupation is to source, format and present data securely in a relevant way for analysis using basic methods; to communicate outcomes appropriate to the audience; analyse structured and unstructured data to support business outcomes; blend data from multiple sources as directed and apply legal and ethical principles when manipulating data.

In their daily work, an employee in this occupation interacts with a wide range of stakeholders including colleagues, managers, customers and internal and external suppliers. They would typically work as a member of a team; this may be office based or virtual.

### Individuals looking to undertake this programme need:

- Strong interest in data and technology
- A methodical, step-by-step approach to resolving issues
- Business skills like effective communication, teamwork and task/time management
- The adaptability to do a range of work—sometimes complex and non-routine in different environments
- The ability to work under direction, use discretion and determine when to escalate issues

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## JOB ROLE SUITABILITY

As an employer is it important to assess whether a candidate (a new hire or existing employee) is working in a suitable job role to successfully complete their programme.

The checklist has been created to help you assess whether your apprentice will be in a position to demonstrate all of the following duties during their programme.

### Job roles this programme is a great match for:

- HR Systems Support
- Sales Managers
- Sales Administrators
- Project Coordinators
- Finance Administrators
- Customer Experience Managers
- Business Improvement Practitioners
- Junior Change/Project Managers
- Buyers
- Junior Data Analyst
- Junior Power BI Analyst
- Junior Data Consultant

### Checklist

- |    |  |
|----|--|
| 1  | Source data from a collection of already identified trusted sources in a secure manner   |
| 2  | Collate and format data to facilitate processing and presentation for review and further advanced analysis by others   |
| 3  | Present data for review and analysis by others, using required medium for example tables, charts and graphs  |
| 4  | Blend data by combining data from various sources and formats to explore its relevance for the business needs  |
| 5  | Analyse simple and complex structured and unstructured data to support business outcomes using basic statistical methods to analyse the data.                            |
| 6  | Validate results of analysis using various techniques, e.g cross checking, to identify faults in data results and to ensure data quality                                 |
| 7  | Communicate results verbally, through reports and technical documentation and tailoring the message for the audience   |
| 8  | Store, manage and share data securely in a compliant manner  |
| 9  | Collaborate with people both internally and externally at all levels with a view to creating value from data   |
| 10 | Practise continuous self learning to keep up-to-date with technological developments to enhance relevant skills and take responsibility for own professional development |

# ENTRY REQUIREMENTS

## The entry requirements for this programme are as follows:

- 5 x GCSE's including English & Maths at Grade 3 (D) or above.
- Prospective apprentices must not hold an existing qualification at the same or higher level as this apprenticeship in a similar subject.

## Experience (if the learner can't meet the qualification requirements):

Those working in a role (for at least 6 months) where data is used on a regular basis and able to demonstrate working towards Level 2 in Maths and English.

# FINDING NEW TALENT


We offer an extensive attraction and recruitment service for employers who are looking to use apprenticeships to bring new talent into their organisation.

We use multiple channels and tactics to attract people who are interested in and are passionate about building a career in tech. Our recruitment model combines vigorous AI assessments with 1-2-1 interviews to ensure we select apprentices of the highest calibre.


We are committed to increasing diversity in tech and to help achieve this, we work closely with special interest groups including; Code First: Girls, Stemettes and Young Professionals to ensure apprentices from all backgrounds are given the same opportunities, and to support us to close the gender and diversity gap in tech.




We're proud to be supporting Microsoft's Get On 2021 five-year initiative, to help 1.5 million people build careers in technology and help 300,000 connect to tech job opportunities.




Proactively engaged with over **4,000** sixth forms/colleges and universities, attending careers fairs to ensure we reach talent first



QA attracts **100,000 applicants** a year for its apprenticeship and tech academy roles and has nearly 200,000 in its candidate database



Significantly higher than average gender balance with **37%** of our apprenticeship starts being female, compared to an industry average of 19%



**14.2%** of our applicant pool indicated they have a BAME background - higher than the industry average of 13.3%





# DIVERSITY AND INCLUSION

## We're passionate about diversity in tech

It's our mission to help eradicate the gender gap, and make sure equal opportunities are given to applicants from all backgrounds. We do this through our long-standing partnerships, QA-driven initiatives and use of trending tools and software.

### Diversity-first candidate attraction

We've invested in using augmented copy checking tools to ensure language is inclusive, open to all and free from bias.

We use inclusive imagery throughout our campaigns – producing visual content that promotes diversity and inclusion.

### Promoting inclusivity

We nurture relationships with influencers, schools, colleges and universities via events and interactive sessions to ensure learners from all backgrounds are given the same opportunities.

### Diversity partnerships

We forge partnerships with like-minded organisations who share our vision on STEM gender equality including Code First: Girls, Stemettes and Young Professionals.

### We make tech skills accessible to all

We run free tech workshops including 'Teach the Nation to Code' and 'Teach the Nation to Cloud' so anyone can explore technology career opportunities.

### Skills Scans

Every candidate goes through Skills Scans where their knowledge and skills are measured and mapped against apprenticeship standards. This process ensures the right learner is placed on the right programme at the right time, which we know contributes towards a successful completion and a good learner experience.

# A BLENDED APPROACH TO LEARNING

## How we deliver

QA apprenticeships are designed to immerse the apprentice in their job role and provide more flexibility for the employer.

Allowing individuals to learn through a combination of project and lab work, live events, self-research, self-paced learning and peer-to-peer learning.

The required 20% off-the-job training is a crucial part of the competency development. The latest apprenticeship standard can also now contribute to the off-the-job training, helping to ensure a positive ROI is achieved in relation to salary costs, productivity, efficiency and innovation.



# LEARNER SUPPORT



## Safeguarding at QA

Safeguarding means ensuring the safety and wellbeing of our learners.

At QA, this means ensuring our policies and processes promote and protect learner wellbeing and that while you are on programme, and that while on programme, we teach learners about the types of risk facing modern day British citizens.

This includes cyber risks, mental and physical health information, risks of radicalisation or grooming and much more.

### Ways to access support if you are worried for yourself or someone else:

- Call us – anytime 07808 050273
- Email: [safeguarding@qa.com](mailto:safeguarding@qa.com)
- Contact your Digital Learning Consultant (DLC), tutor or account manager
- Speak to any member of QA staff onsite



## Prevent at QA

Prevent is part of the Government's counter-terrorism strategy.

At QA, this means we teach our staff and learners about the four British values: democracy, rule of law, individual liberty and respect and tolerance.

We also work with Prevent partners to identify people at risk of being or causing terror related harm.



## Mental Health at QA

Emotional and mental wellbeing is an important component of successful learning.

Understanding how to protect mental health and promote emotional wellbeing is part of modern British citizenship.





# DIGITAL BY DESIGN APPRENTICESHIP PROGRAMMES

## Digital by Design programmes

QA Digital by Design apprenticeships provide a greater focus on online learning together with using live interaction where it adds the most value for learners.

It means that there is a single learner journey which brings teaching, coaching, learning and assessment into a single, repeatable flow for every module. This ensures that from the beginning of the programme there is a clear focus on successful completion of the end-point assessment (EPA).

In Digital by Design, these three elements will work together:

- The content
- The service and support
- The technology

## Discover, practise and apply

All QA apprenticeships use a guided discovery approach to learning, as opposed to traditional methods of delivery such as live events. This shifts the emphasis from content delivery to our learners and their context, resulting in the apprentice feeling empowered to take ownership of their learning experience through the “Discover, Practise, Apply” model.



### DISCOVER

Learners will learn the theory, by exploring subjects online and in the live events.



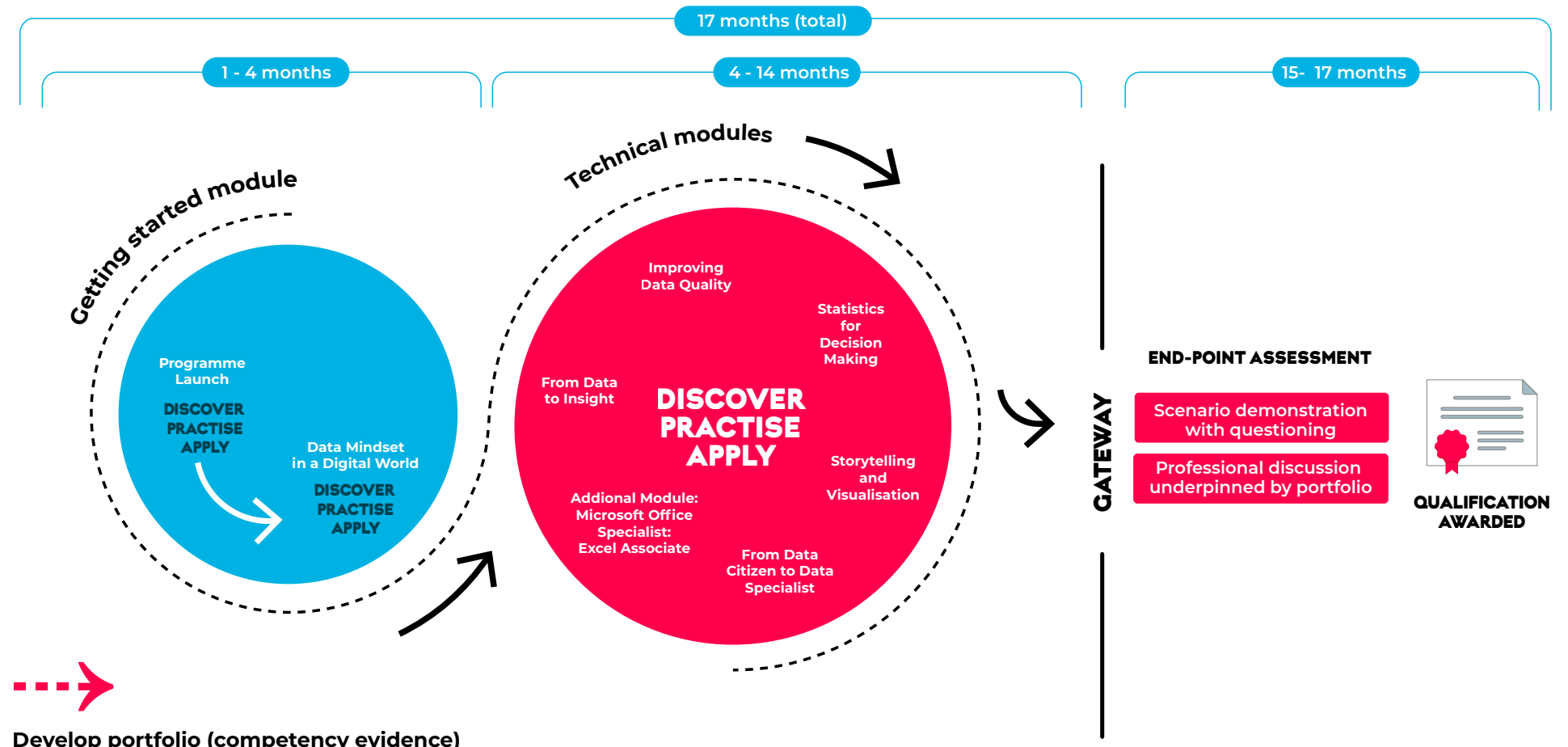
### PRACTISE

Learners will practise their new-found knowledge by completing activities - online, in the live events and (most importantly) directly at work in their day-to-day role.



### APPLY

Learners will apply what they've discovered and practised at work. They will actively contribute to your organisation whilst building their portfolio of evidence (showing how they've applied their new skills) to gain their qualification.

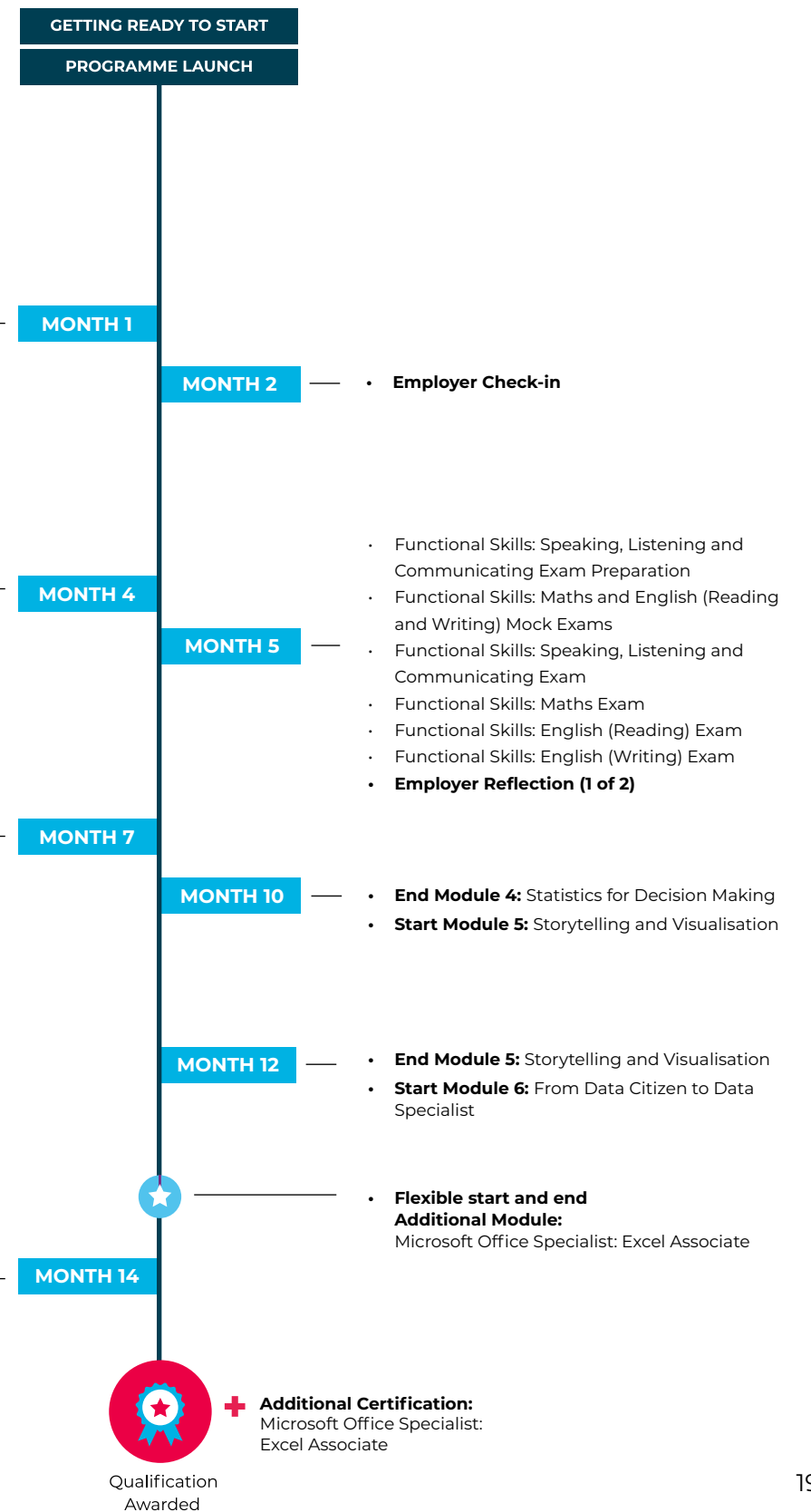


### Develop portfolio (competency evidence)

Level 2 functional skills, English and Maths must be passed as part of the programme (if not already) and certificates presented, prior to taking the end-point assessment. This will be discussed at programme launch.

# THE LEARNER'S JOURNEY

Programme timeline | Duration: 17 Months | Gateway: 14 Months





# GETTING STARTED MODULE

The modules in our Microsoft Data Essentials apprenticeship equip learners with the advanced technical skills they need for their role. Each module develops the core set of skills they must be able to do well to be competent.

In each module, learners will 'discover', 'practice' and 'apply' what they've learned. This helps them put their newly-found knowledge into action back at work.

There are 6 modules to complete with the following learning outcomes.

There is also an additional module which includes all of the theory you need to be able to pass the MO-200 Microsoft Excel Exam.

## Module 1: Data Mindset in a Digital World

### Programme Launch (Synchronous session online)

- Learn about the programme and structure
- Calendar of apprenticeship events
- Setting expectations
- Complete first data insights activity

### Discover. Practise. Apply.

This module will focus on the importance of data, what is a data citizen and how data is driving digital transformation.

This module also provides foundational knowledge of data types, data sources and the extracting of data.

#### Topics covered:

- Data Types & Formats
- Architecture & Platforms
- Data in a Digital World
- The Digital Landscape
- Accessing & Extracting Data
- Sourcing Data
- Migrating Data

**Live Session:** 2 days | **Module Duration:** 6 weeks

# TECHNICAL MODULES

The technical modules focus on the knowledge and skills required of learners undertaking the Microsoft Data Essentials programme.

## Module 2: From Data to Insight

This module will focus on the way in which we collate, format and blend data from multiple sources and to develop your skills in identifying trends that will support you in evidence-based decision making.

This module also explores the role of data within business, the manipulation of data and linking of data sources.

Topics covered:

- Importance of data formats
- Collate, format and save data
- Good data management
- Presentation tools
- Communication tools
- Collaborative working technologies
- Effective filtering
- Blending data
- Data manipulation
- Identifying trends

**Live Session:** 3 days | **Module Duration:** 12 weeks

## Module 3: Improving Data Quality

This module will focus on the practical aspects of how to validate data that you have sourced, what are the common issues found in data and how to cross check your data to ensure its validity.

This module also explores legal and regulatory requirements, how to clean data and how you would audit the results of your data.

Topics covered:

- Data quality issues;
- Misclassification
- Duplicate entries
- Spelling errors
- Obsolete data
- Compliance issues
- Interpretation/ translation of meaning
- Validating data
- Importance of data accuracy
- Legal and regulatory requirements;
- Data protection
- Data security
- Intellectual Property Rights (IPR)
- Data sharing
- Marketing consent
- Personal data definition
- The ethical use of data

**Live Session:** 2 days | **Module Duration:** 12 weeks

## Module 4: Statistics for Decision Making

This module will focus on the future of data, how emerging technologies will support business growth across the globe and data standards & legislation.

This module also explores topics such as how we use statistical methods to remove bias, how data affects brand awareness and wider considerations such as the significance of customer issues.

Topics covered:

- Emerging technologies
- Evidence based decision making
- Business value and brand awareness
- Cultural awareness/diversity
- Data accessibility
- Developing for different audiences
- Algorithms
- Statistical methods
- Data modelling
- Normalising data

**Live Session:** 3 days | **Module Duration:** 12 weeks



### Module 5: Storytelling and Visualisation

This module will focus on how to have useful data conversations, how to communicate insights based on audience and how to identify the correct medium to use when telling your data story.

This module also explores communication methods including how to communicate meaning and how to produce vivid and effective technical documents.

Topics covered:

- Communication methods
- Formats and techniques; written, verbal, non-verbal, presentation, email, conversation, audience and active listening
- Range of roles within an organisation, including: customer, manager, client, peer, technical and non-technical
- Value of data to business
- Creating a narrative
- Communicating meaning
- Technical documentation

**Live Session:** 2 days  
**Module Duration:** 12 weeks

### Module 6: From Data Citizen to Data Specialist

This module will focus on the future of data, how emerging technologies will support business growth across the globe and your personal development.

This module also explores how you can use different learning tools/ techniques and the breadth and sources of knowledge to develop your skills and understanding.

Topics covered:

- The future of data
- Learning techniques
- Learning tools
- Personal development

**Live Session:** 2 days  
**Module Duration:** 6 weeks

### Additional module: Microsoft Office Specialist: Excel Associate

We are including the MO-200 exam along with the digital resources that is needed to be able to pass the exam.

This exam measures competency in the fundamentals of creating and managing worksheets and workbooks, creating cells and ranges, creating tables, applying formulas and functions, and creating charts and objects.

The exam covers the ability to create and edit a workbook with multiple sheets and use a graphic element to represent data visually.

Workbook examples include professional-looking budgets, financial statements, team performance charts, sales invoices, and data entry logs.

### Gateway and end-point assessment Consolidation, preparation and assessment (Online)

This final component will get learners ready to go through the 'gateway'.

The apprenticeship gateway is an internal QA process. It will ensure that your learner's work is ready to be assessed by EPAO. This exists to increase their chances of success.

At this pre-gateway stage learners will:

- Consolidate and submit their portfolio
- Conduct a mock EPA

In addition to the items above, learners must have successfully completed all the Functional Skills exams (except exempt learners).

Once learners have met all the above criteria, they will go through the gateway. When approved, it takes up to 3 months from gateway to achievement.

During this time, learners will:

- Complete the scenario demonstration and questioning
- Complete their professional discussion, which is underpinned by their portfolio

### Qualifications earned



- Data Technician Level 3 Apprenticeship
- **Exam:**  
Exam MO-200 Microsoft Excel (Excel and Excel 2019)
- **Certification:**  
Microsoft Office Specialist: Excel Associate (Excel and Excel 2019)

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# LEARNING OUTCOMES

Apprentices will be assessed on 3 key areas; their ability to convey knowledge, their ability to demonstrate practical skills and their capability of displaying professional workplace behaviour. These will be developed during an apprentice's learning journey, with the goal of displaying all of these competencies during their assessment.

These knowledge, skills and behaviour points ensure rounded development, as the standards provide a greater emphasis on the importance of both technical and soft skills in the workplace.

## KNOWLEDGE

- K1: Range of different types of existing data. Common sources of data - internal, external, open data sets, public and private. Data formats and their importance for analysis. Data architecture - the framework against which data is stored and structured including on premises and cloud
- K2: How to access and extract data from a range of already identified sources
- K3: How to collate and format data in line with industry standards
- K4: Data formats and their importance for analysis management and presentation tools to visualise and review the characteristics of data communication tools and technologies for collaborative working
- K5: Communication methods, formats and techniques, including: written, verbal, non-verbal, presentation, email, conversation, audience and active listening range of roles within an organisation, including: customer, manager, client, peer, technical and non-technical
- K6: The value of data to the business how to undertake blending of data from multiple sources
- K7: Algorithms, and how they work using a step-by-step solution to a problem, or rules to follow to solve the problem and the potential to use automation
- K8: How to filter details, focusing on information relevant to the data project
- K9: Basic statistical methods and simple data modelling to extract relevant data and normalise unstructured data
- K10: The range of common data quality issues that can arise e.g. misclassification, duplicate entries, spelling errors, obsolete data, compliance issues and interpretation/ translation of meaning
- K11: Different methods of validating data and the importance of taking corrective action
- K12: Communicating the results through basic narrative
- K13: Legal and regulatory requirements e.g. data protection, data security, Intellectual Property Rights (IPR), data sharing, marketing consent, personal data definition and the ethical use of data
- K14: The significance of customer issues, problems, business value, brand awareness, cultural awareness/ diversity, accessibility, internal/ external audience, level of technical knowledge and profile in a business context
- K15: The role of data in the context of the digital world including the use of external trusted open data sets, how data underpins every digital interaction and connectedness across the digital landscape including applications, devices, IoT, customer centricity
- K16: Different learning techniques, learning techniques and the breadth and sources of knowledge

## SKILLS

- S1: Source and migrate data from already identified different sources
- S2: Collect, format and save datasets
- S3: Summarise and explain gathered data
- S4: Blend data sets from multiple sources and present in format appropriate to the task
- S5: Manipulate and link different data sets as required
- S6: Use tools and techniques to identify trends and patterns in data
- S7: Apply basic statistical methods and algorithms to identify trends and patterns in data
- S8: Apply cross checking techniques for identifying faults and data results for data project requirements
- S9: Audit data results
- S10: Demonstrate the different ways of communicating meaning from data in line with audience requirements
- S11: Produce clear and consistent technical documentation using standard organisational templates
- S12: Store, manage and distribute in compliance with data security standards and legislation
- S13: Explain data and results to different audiences in a way that aids understanding
- S14: Review own development needs
- S15: Keep up to date with developments in technologies, trends and innovation using a range of sources
- S16: Clean data i.e. remove duplicates, typos, duplicate entries, out of date data, parse data (e.g. format telephone numbers according to a national standard) and test and assess confidence in the data and its integrity
- S17: Operate as part of a multi-functional team
- S18: Prioritise within the context of a project

## BEHAVIOUR

- B1: Manage own time to meet deadlines and manage stakeholder expectations
- B2: Work independently and take responsibility
- B3: Use own initiative
- B4: A thorough and organised approach
- B5: Work with a range of internal and external customers
- B6: Value difference and be sensitive to the needs of others



## HOW TO GET READY FOR THE END-POINT ASSESSMENT

We want to deliver memorable learning experiences, whilst developing learners with well-rounded skillsets, ready to meet their professional requirements.

To ensure we are achieving this goal consistently, it is important for learners, digital learning consultants and employers to work together to ensure learners are supported to succeed in their apprenticeship's end-point assessment (EPA).

In this section we outline a number of guidelines which intend to provide a framework so that this can be achieved in a consistent way.

**Preparation for the end-point assessment starts from day one.**

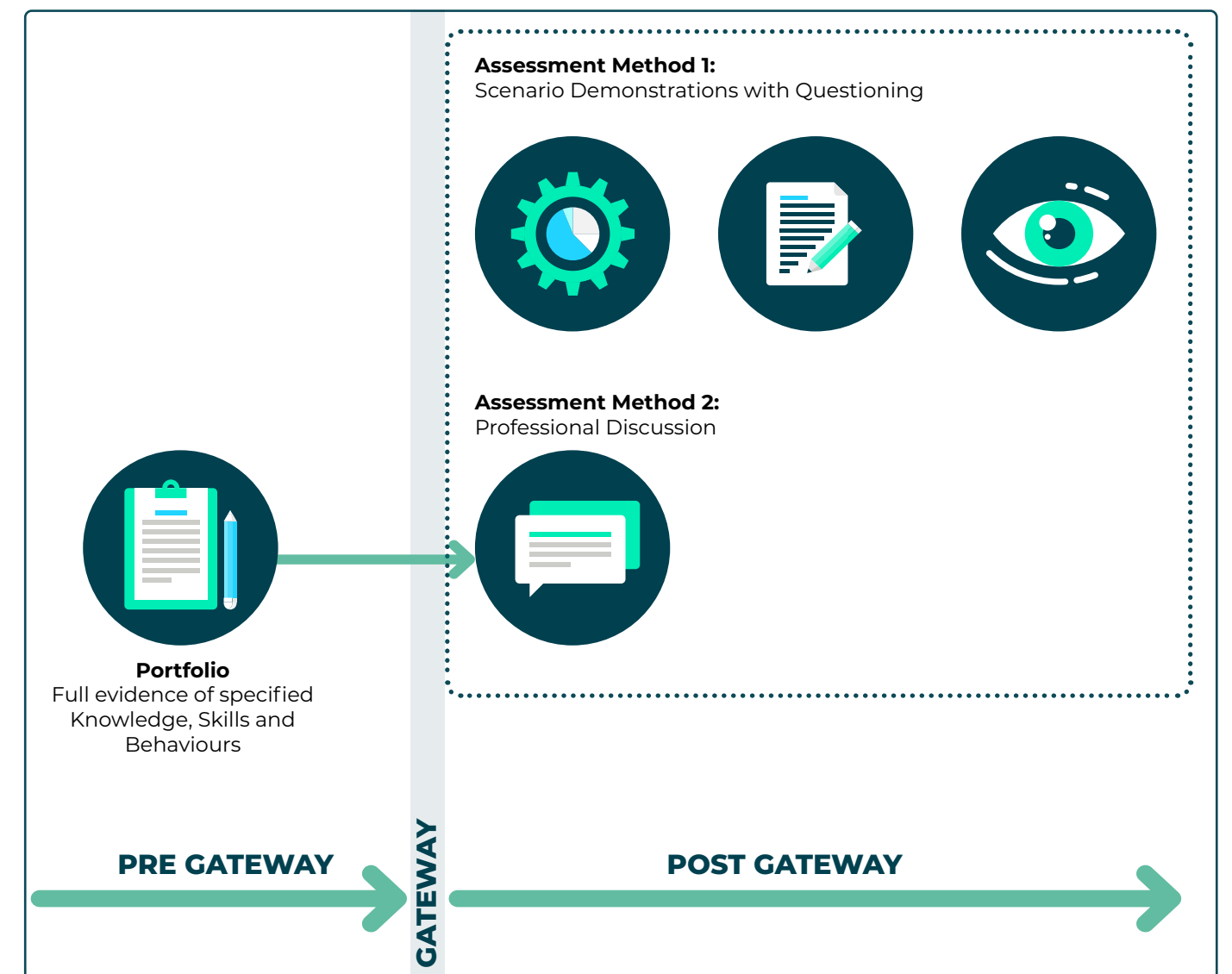
### STAYING ON-TRACK THROUGHOUT THE PROGRAMME

Learners and employers should start preparing for EPA from the start of the programme. Employers will need to ensure that learners are given the right opportunities at work to develop and prove the knowledge, skills and behaviours in the standard.

For this reason, it is very important to keep learners, digital learning consultants and employers informed about the programme progress. It is critical to the success of the apprenticeship programme that all of the above work together to ensure that each learning journey is kept on-track avoiding further interventions (and time commitment) whenever possible.

To help learners with this, we have created two guiding documents – a programme timeline, and a progress review map – so progress can be checked against it, at any time. Any progress deviations above 15% will be reviewed on a case-by-case basis. This is to ensure the apprenticeship is progressing in a timely manner.

## HOW THE EPA IS GRADED





# Market defining funded learning programmes delivered digitally with leading-edge technology

## DIGITAL BY DESIGN

We provide an award-winning approach for the delivery of our apprenticeship programmes called, Digital by Design (DxD).

Launched in 2020, DxD programmes are not just 'claiming' to be digital delivered, but provide a fully integrated online and digital learning experience for the 21st century. Intuitive technology blends and drives the user experience whilst Digital Learning Consultants guide learners through blended learning and cloud-based pathways.

We provide unrivalled response times to queries and turnaround times on submission feedback, resulting in learners keeping on track (98%) and exceptional completion rates. Don't just accept ordinary – experience real digital learning.

## CONTINUED PROFESSIONAL DEVELOPMENT



Learners on QA's digital apprenticeship programmes uniquely benefit from full access to Cloud Academy, our world-leading digital learning platform.

Cloud Academy offers learners over 10,000 hours of additional learning content such as videos, quizzes and hands on labs in disciplines including Agile Development, Big Data, Cyber Security, Cloud (AWS, Azure, GCP), DevOps, Project Management and much more.

Learners on the Microsoft Data Essentials L3 programme have access to hands-on labs and sandboxed environments enabling them to safely practise new skills before confidently applying them in the workplace. Furthermore, Cloud Academy provides learners with access to specific learning pathways and certifications to achieve continued development.





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