Level 4 Digital Product Manager

EPA Overview

July 2024

Contents

1.EPA headlines

- Must be on programme 366 days before entering gateway
- Must have Portfolio of evidence, Project Title and Project scoping/proposal document, Maths and English, EPA gateway and Employer Declaration form prior to gateway
- Project Proposal Title & Summary document (Gateway) - Max 500 words +/- 10%
- EPA window 4 months – 6 months if re-sit required
- 2 x Assessment methods at EPA – 1. Professional Discussion underpinned by Portfolio of evidence 2. Project Report with Presentation and Questioning.
- Project must start within the EPA window
- Project Proposal and Presentation must be submitted after a Maximum 10 weeks of EPA start date
- Project Report (EPA) - Max 1,500 words +/- 10%
- Presentation & Questioning Lasts 60 Mins
- Professional Discussion Lasts 60 mins – Underpinned by Portfolio
- Professional Discussion - Minimum of 8 open ended questions

2. Gateway

Gateway is the point that the employer is satisfied that the apprentice is consistently working at or above the level set out in the occupational standard. In making this decision, the employer may take advice from the training provider, but the decision must ultimately be made by the employer.

Apprentices must have been on programme for at least 366 days prior to entering gateway, and must also meet the following gateway requirements for Level 4 Digital Product Manager programme:

- Portfolio of evidence
- Portfolio checklist
- Project Title and Project Scoping/proposal document
- EPA gateway and Employer Declaration form
- Level 2 English and Maths evidence

The EPAO determines when all gateway requirements have been met, and the EPA period will only commence once the EPAO has confirmed this.

3. End Point Assessment

The EPA window for Level 4 Digital Product Manager is typically 4 months but may be extended to a maximum of 6 months if an apprentice is required to re-sit or re-take any assessment(s).

The End Point Assessment includes an assessment of all the requirements of the standard, including, competencies, knowledge and behaviours. It takes place in the final few months of the apprenticeship, using two assessment methods:

- Assessment method 1: Professional Discussion underpinned by Portfolio
- Assessment method 2: Project Report with Presentation and Questioning

Assessment Method 1: Professional Discussion underpinned by Portfolio

The portfolio will be compiled by the learner whilst on programme and should relate to the KSBs for this assessment. The portfolio underpins the Professional Discussion but is not directly assessed and therefore will not be marked. A copy of the portfolio must be available to the apprentice during the interview

The Professional Discussion must be structured to give the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method to the highest available grade.

An independent assessor must conduct and assess the Professional Discussion.

The purpose of the independent assessor's questions will enable the apprentice to demonstrate competence in the knowledge, skills and behaviours mapped to this assessment method.

The EPAO must give an apprentice 2 weeks' notice of the Professional Discussion.

The independent assessor must have at least 2 weeks to review the supporting documentation.

The apprentice must have access to their portfolio of evidence during the Professional Discussion.

The apprentice can refer to and illustrate their answers with evidence from their portfolio of evidence however, the portfolio of evidence is not directly assessed.

The Professional Discussion must last for 60 minutes. The independent assessor can increase the time of the interview by up to 10%. This time is to allow the apprentice to respond to a question if necessary.

The independent assessor must ask at least 8 questions. The independent assessor must use the questions from the EPAO's question bank or create their own questions in line with the EPAO's training. Follow-up questions are allowed where clarification is required.

This assessment is graded Pass, Distinction or Fail.

Assessment Method 2: Project Report with Presentation and Questioning

The Project Report with Questioning assessment is graded Pass, Distinction or Fail. This assessment has 2 components.

To ensure the project allows the apprentice to meet the KSBs mapped to this assessment method to the highest available grade, the EPAO must sign-off the project's title and scope at the gateway to confirm it is suitable. The EPAO must refer to the grading descriptors to ensure that projects are pitched appropriately.

Component 1: Project with a project output

The project is compiled after the apprentice has gone through the gateway process. Apprentices will conduct a project and deliver the outcome in the form of an electronic based report, which must be submitted to the EPAO after a maximum of 10 weeks of the EPA start date.

The employer must ensure the apprentice has sufficient time and the necessary resources, within this period, to undertake the project and write the report. Whilst completing the project, the apprentice should be subject to normal workplace supervision.

The apprentice may work as part of a team to complete the project, which could include technical internal or external support. The apprentice must however, complete their project report and presentation unaided and they must be reflective of their own role and contribution. The apprentice and their employer must confirm this when the report and any presentation materials are submitted.

The report must include at least:

Project report showing the management of the transition between one stage of the product life cycle and another that the apprentice has carried out post gateway.

As a minimum all project reports must include:
- An introduction
- A description of the product
- The scope of the project
- Approach
- Measures - Research, analysis
- Project outcomes and how the outcomes were achieved
- Reflections, Recommendations and conclusions

The project report must have a word count of 1500 words. A tolerance of 10% above or below is allowed at the apprentice's discretion. Appendices, references and diagrams are not included in this total. The apprentice must produce and include a mapping in an appendix, showing how the report evidences the KSBs mapped to this assessment method.

Component 2 – Presentation with Questions

The presentation with questions must be structured to give the apprentice the opportunity to demonstrate the KSBs mapped to this assessment method to the highest available grade.

The apprentice must prepare and deliver a presentation to an independent assessor. After the presentation, the independent assessor must ask the apprentice questions about their project, report and presentation.

The presentation should cover:
- an overview of the project
- the project scope (including key performance indicators)
- summary of actions undertaken by the apprentice
- project outcomes and how these were achieved

The independent assessor must ask questions after the presentation.

The purpose of the independent assessor's questions will be to check the underpinning knowledge of the apprentice based on competency style questions.

A minimum of 2 questions will be asked for each of the following themes:
- product development
- standards
- product operations

The presentation with questions will last 60 minutes. This will typically include a presentation of 20 minutes and questioning lasting 40 minutes. The independent assessor must use the full

time available for questioning. The independent assessor can increase the time of the presentation and questioning by up to 10%. This time is to allow the apprentice to complete their last point or respond to a question if necessary.

The independent assessor must ask at least 8 questions. They must use the questions from the EPAO's question bank or create their own questions in line with the EPAO's training. Follow up questions are allowed where clarification is required.

4. Grading

Professional Discussion underpinned by Portfolio	Project Report, Presentation and Questions	Final Grade
Fail	Any grade	**Fail**
Any grade	Fail	**Fail**
Pass	Pass	**Pass**
Pass	Distinction	**Merit**
Distinction	Pass	**Merit**
Distinction	Distinction	**Distinction**

Further information and a full list of the Technical Competencies can be found on the Institute for Apprenticeships website here.

5. Resit and Retakes

Apprentices who fail one or more assessment methods will be offered the opportunity to take a resit or a retake at the employer's discretion. The employer will need to agree that either a resit or retake is an appropriate course of action. A resit does not require further learning, whereas a retake does.

Apprentices will have a supportive action plan to prepare for a resit or a retake of any failed assessment. All assessments must be successfully completed within the maximum EPA window, otherwise the full EPA will need to be resat or retaken.

Where any assessment method must be resat or retaken, the apprentice will be awarded a maximum EPA grade of Distinction.

Further information on the Level 4 Digital Product Manager EPA can be found in the assessment plan. A full list of the Knowledge, Skills and Behaviours (KSBs) can be found on the Institute for Apprenticeships website here.