



**End Point Assessment  
Guidance for**

# **BUSINESS ADMINISTRATOR APPRENTICESHIP**

Version 1.0 September 2019



QA.com



---

## CONTENTS

What is EPA? .....	3
Why do we have it? .....	3
How it relates to the Standard? (Who wrote it? Where is it published?) .....	3
What is the Assessment Plan? .....	3
Gateway .....	3
The EPA Elements for Business Administrator .....	5
Where to find more detailed guidance on each element? .....	6
EPA Grading .....	6
Determining the overall apprenticeship grade: .....	6
FAQs .....	9



## What is EPA?

End Point Assessment (EPA) is the final test of your competence in your chosen occupation as an apprentice. It is designed to test your all of your skills and knowledge together, rather than a set of individual tests or assignments for each topic area.

### Why do we have it?

Apprenticeships are different to full-time education. The purpose is to develop and then prove your competence in a particular occupation. End Point Assessment was introduced in 2015 to make Apprenticeships more rigorous.

### How it relates to the Standard? (Who wrote it? Where is it published?)

The Apprenticeship Standard is the definition of what makes a competent professional in [Digital Marketing Business Administration](#). It was written by a group of employer experts in this area, and was approved by the Route Panel at the Institute of Apprenticeship

### What is the Assessment Plan?

The Assessment Plan is part of the standard, developed by employers, which sets out how the assessment, including End Point Assessment should be carried out.

### Gateway

- The EPA will take place after you have progressed through the Apprenticeship Gateway and after a minimum of 372 days on programme, (approx. between months 12-13).
- Before you progress through the Gateway you must have successfully completed and submitted your:
  - 1) Summative Portfolio, show casing your ability to apply the knowledge, skills and behaviours set out in the [Digital Marketer Business Administrator Standard](#).
    - Knowledge Modules (Evidenced by Certificates):
      - [BCS Principles of Marketing](#)
      - [Google Analytics IQ](#)
      - [BCS Principles of Coding](#)
      - [Employer Reference](#)
    - 2) Functional Skills in Maths & English
- To progress through the Gateway you, your line manager and your Skills Coach must confirm you are ready to progress.
- We make an internal check before we submit you for EPA with [BCS City and Guilds](#)
- You should aim to have your portfolio completed by month 10 in your apprenticeship journey so you can review and refine your portfolio based on our internal check, this will ensure you can progress to gateway in month 12 of your learner journey.
- See your [learner support pack](#) (sections 4 and 7) for further information on the apprenticeship gateway and programme assessment.

**Formatted:** Space After: 8 pt, Line spacing: Multiple 1.08 li, Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.63 cm + Indent at: 1.27 cm, Pattern: Clear, Tab stops: Not at 1.27 cm

**Formatted:** Font: (Default) Montserrat Light

**Formatted:** Font: (Default) Montserrat Light, Font color: Custom Color(86,87,89)

**Formatted:** Indent: Left: 0.63 cm, No bullets or numbering



On programme assessment:

For the Digital Marketer Level 3 Standard there are three formal on programme assessments, these are:

- BCS Principles of Marketing
- Google Analytics IQ
- BCS Principles of Coding

During your time on programme, you are required to develop a portfolio showcasing your ability to apply the knowledge, skills and behaviours set out in the Digital Marketer Standard.



## Programme Specific – (VN Digital Marketer) The EPA Elements for Digital Marketer The elements that make up the EPA Business Administrator

For the Digital Marketer Business Administrator Apprenticeship, EPA is made up of the following ~~two~~ three elements:

### 1) Synoptic Project Knowledge Test;

- 1 hour multiple choice online examination, this component is closed book and invigilated by OA
- The knowledge test equates to 20% of your final EPA Grade
- 1) A 2-5 day invigilated project conducted in centre or, where appropriate, in your place of work
- 2) The Synoptic Project presents a fictional business related digital marketing scenario for you to work through, testing your application of selected knowledge, skills and behaviours defined in the standard
- 3) Each project will specify the selection of knowledge, skills and behaviours it is designed to assess
- 4) You will select the project option best suited to you and your work experience out of the available prior to the assessment
- 5) The project will cover a broad breadth of the competency outcomes, including the definition, design, build and implementation of a digital campaign across a variety of online and social media platforms

### • Interview:

- 60 minute interview conducted online (via web conferencing software)
- The interview will take place after your submitted Synoptic Project has been assessed by the BCS assessor
- The interview is a structured discussion between you, the apprentice and the BCS independent assessor, focusing on your **Summative Portfolio** and **Synoptic Project**, with reference to your **Employer Reference** where appropriate. It covers both what you have done in terms of the standard of your at work as well as how you have done it

### 2) 3) Portfolio based Interview:

- 30-45 minute interview conducted online (via web conferencing software), after your submitted Portfolio has been assessed by the City and Guilds assessor
- You will submit your final portfolio approximately 1 month prior to the portfolio based interview
- Your portfolio will be used to frame the interview discussions
- It covers both what you have done at work as well as how you have done it
- The portfolio interview equates to 40% of your final EPA Grade

### 3) Project Presentation;

- 10-15 minutes presentation delivered by you to the EPA assessor, plus additional 10-15 minutes questioning
- Based on a project or improvement you have delivered within the workplace
- Supported by the submission of your written project account (2000-5000 words)
- This activity will take place after a short break following your portfolio based interview
- The project/improvement presentation equates to 40% of your final EPA Grade

Formatted: Font: (Default) Montserrat Light, Bold

Formatted: Font: (Default) Montserrat Light

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0 cm + Indent at: 0.63 cm

Formatted: Font: (Default) Montserrat Light, 11 pt, Font color: Auto

Formatted: Font: (Default) Montserrat Light

Formatted: Indent: Left: 0.63 cm, No bullets or numbering

Formatted: Font: (Default) Montserrat Light, Bold

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0 cm + Indent at: 0.63 cm

Formatted: Font: (Default) Montserrat Light, 11 pt, Font color: Auto

Formatted: List Paragraph, Space Before: 0 pt, Bulleted + Level: 1 + Aligned at: 0 cm + Indent at: 0.63 cm, Pattern: Clear (Custom Color(RGB(254,254,254)))

Formatted: Font: (Default) Montserrat Light, 11 pt, Font color: Auto

Formatted: Font: (Default) Montserrat Light, 11 pt, Font color: Auto

Formatted: Indent: Left: 0.63 cm, No bullets or numbering

Formatted: Font: (Default) Montserrat Light, Bold

Formatted: Font: (Default) Montserrat Light

Formatted: Numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0 cm + Indent at: 0.63 cm

Formatted: Font: (Default) Montserrat Light



- The interview enables the end-point assessment to include the full range of technical knowledge and competencies, as well as the underpinning skills, attitudes and behaviours

### Where to find more detailed guidance on each element?

- Digital Marketer Occupational Brief: [https://canvas.qa.com/https://www.instituteforapprenticeships.org/media/2878/st0070\\_business-admin\\_l3\\_ap-for-publication-2-april-2019-update-to-eqap.pdf/courses/691/files/274987/download?wrap=1](https://canvas.qa.com/https://www.instituteforapprenticeships.org/media/2878/st0070_business-admin_l3_ap-for-publication-2-april-2019-update-to-eqap.pdf/courses/691/files/274987/download?wrap=1)
- Digital Marketer Business Administrator Assessment Plan: [https://www.instituteforapprenticeships.org/media/2878/st0070\\_business-admin\\_l3\\_ap-for-publication-2-april-2019-update-to-eqap.pdf](https://www.instituteforapprenticeships.org/media/2878/st0070_business-admin_l3_ap-for-publication-2-april-2019-update-to-eqap.pdf)  
<https://www.instituteforapprenticeships.org/media/1125/digital-marketer.pdf>
- Canvas Module 'Presentations and EPA Preparation' includes detailed information advice and guidance EPA, including additional EPA support resources: <https://canvas.qa.com/courses/698402>
- Business Administrator: [learner support pack](#)

Field Code Changed

### On programme assessment:

~~For the Digital Marketer Level 3 Standard there are three formal on programme assessments, these are:~~

~~BGS Principles of Marketing~~

~~Google Analytics IQ~~

~~BGS Principles of Coding~~

~~During your time on programme, you are required to develop a portfolio showing your ability to apply the knowledge, skills and behaviours set out in the Digital Marketer Standard:~~

~~EPA Grading—F/P//M/D~~

The available grades for the Business Administrator Level 3 Standard are: Fail (Refer), Pass, ~~Merit~~ and Distinction.

~~Each assessment will be individually assessed and graded by a City & Guilds Independent End-point Assessor (IEPA).~~

~~Grading is done by the independent assessor, based on a holistic view of your work and as evidenced through each of the methods of end point assessment:~~

~~Determining the overall apprenticeship grade:~~

The ~~grading decision~~ is made after the interview ~~and project presentation~~. ~~The grading decision is made on the basis of a holistic assessment of the totality of the evidence presented—including the interview itself~~

Formatted: Normal (Web), Space After: 0 pt, No bullets or numbering



The overall grade for the apprenticeship will be calculated based on a sum of your achievement across the three assessment components (see table below) and be taking into account the assessments' weighting.

**Formatted:** Font: (Default) Montserrat Light, Font color: Auto

**Formatted:** Space After: Auto, Pattern: Clear (Custom Color(RGB(254,254,254)))

All assessments must be achieved and passed for the apprenticeship to be achieved.

**Formatted:** Font: (Default) Montserrat Light, Font color: Auto

EPA Assessment	Pass Score	Distinction Score
Knowledge Test (20%)	30	40
Portfolio Interview (40%)	60	80
Project or Improvement Presentation (40%)	60	80

The marks for each assessment are added together to determine the overall grade for the apprenticeship, the overall grade boundaries are as follows:

Overall Grade	Score
Pass	150
Distinction	200

-bearing in mind that:-

1. — The bulk of this evidence is contained in the portfolio, and it is the portfolio that presents evidence against the totality of the standard
2. — The project provides a test of how well you, the apprentice can perform, in a controlled and comparable environment against a selection of the competences on the standard — a check and a balance on the portfolio
3. — The employer's reference provides supporting evidence based on their perceptions of that apprentice within their workplace
4. The interview provides additional supporting evidence or clarification of the above

**Formatted:** Normal (Web), Space After: 0 pt, No bullets or numbering



### Pass, Merit and Distinction Grades:

For a pass, each of the three sets of criteria (the What, How and With Whom) must demonstrate at least the expected (minimum requirement) level of quality.

For a merit, the What has to be significantly above the level of quality and one of either the How or the With Whom has to be significantly above the level of quality expected

For a distinction, each of the three sets of criteria must be significantly above the expected level of quality

**Important: There is one grade—and none of the elements are graded separately or individually weighted.**

**Grading Criteria: There are three sets of criteria on which the assessment and grading is made. The three criteria are:**

**The What: what the apprentice has you have done in your role shown they can do;**

**The How: the way in which the work has been done you've done it**

**The With Whom: The personal and interpersonal qualities the apprentice has brought to all you've brought in building your their work relationships**

### ~~Pass, Merit and Distinction Grades:~~

~~For a pass, each of the three sets of criteria (the What, How and With Whom) must demonstrate at least the expected (minimum requirement) level of quality.~~

~~For a merit, the What has to be significantly above the level of quality and one of either the How or the With Whom has to be significantly above the level of quality expected~~

~~For a distinction, each of the three sets of criteria must be significantly above the expected level of quality~~

### ~~Gateway~~

~~The EPA will take place after you have progressed through the Apprenticeship Gateway, and after a minimum of 372 days on programme; (approx. between months 12-13)~~

~~Before you progress through the Gateway you must have successfully completed and submitted your:~~

~~Summative Portfolio~~

~~Knowledge Modules (Evidenced by Certificates)~~

~~Employer Reference~~

~~To progress through the Gateway you, your line manager and your Skills Coach must confirm you are ready to progress.~~

~~We make an internal check before we submit you for EPA with BGS~~

Formatted: Heading 2, Pattern: Clear



~~You should aim to have your portfolio completed by month 10 in your apprenticeship journey so you can review and refine your portfolio based on our internal check, this will ensure you can progress to gateway in month 12 of your learner journey.~~

#### FAQs

- Is it hard?  
*You certainly shouldn't underestimate the End Point Assessment. It is a robust and rigorous test of your competence in your role, but our programme and support from Coaches and Tutors is designed specifically to support you to pass the EPA.*
- What happens if I am referred?  
*If you are referred your Skills Coach will work with you to review and address the area/s for which you require further learning and development, you will be resubmitted for EPA when you, your line manager and Skills Coach confirm you are ready to progress.*
- ~~How long is the synoptic project?~~
- ~~2-5 days~~
- How long is the interview?  
*30-45 ~~60~~ minutes*
- How long is the presentation?  
*Up to 30 minutes, 10-15 minutes is allowed for your presentation, plus 10-15 minutes questioning.*
- Who issues certificate? How long will it take?  
*You will achieve a statement of achievement from BCS City and Guilds within **20 working days from your interview and presentation.**  
Your formal apprenticeship certificate will be issues by the ESFA 6-8 weeks after your EPA results are confirmed by BCS City and Guilds*

Funded by  
  
Education & Skills  
Funding Agency

