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APPRENTICESHIP

Digital Product Manager

Level 4

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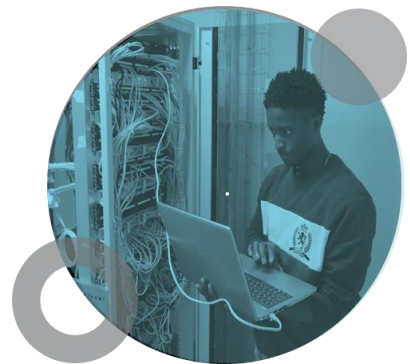
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1 Apprenticeship Framework

The Digital Product Manager Apprenticeship has been designed with employers in Wales to address the need for digital product delivery skills across all sectors. This Apprenticeship programme is designed to provide a robust vocational route to fulfil the current and future skills needed by Digital Product Manager professionals.

Who is this apprenticeship for?

This programme is designed for existing professionals who are seeking to enhance their capability in managing, designing, and delivering digital products within their organisation. It provides a structured and practical route to develop strategic, technical, and leadership expertise — enabling participants to drive innovation, improve efficiency, and lead successful digital transformation initiatives. Ideal for those aiming to progress into or strengthen their role as a Digital Product Manager, this apprenticeship equips professionals with the skills needed to thrive in today's fast-evolving digital landscape.

On completion of this apprenticeship, you will achieve the following:

- Agored Cymru Level 4 Diploma in Digital Product Manager
- Level 2 Essential Skill in Application of Number
- Level 2 Essential Skill in Communication

Benefits of the apprenticeship programme:

Accelerate Career Growth: Undertaking the Level 4 Digital Product Manager Apprenticeship will fast-track career development by providing an invaluable structured route to enhance strategic, technical, and leadership capabilities in digital product delivery.

Industry-Recognised Certification: Upon successful completion of this programme, apprentices will earn a prestigious industry-recognised certification, providing them with a competitive edge in the job market. Employers value the skills and expertise gained through this apprenticeship, opening doors to exciting opportunities.

Practical and Real-World Learning: Our programme emphasises practical, real-world learning. Apprentices will practice skills in a classroom environment and be able to apply within the workplace, collaborating with experienced colleagues who will guide the apprentice through every step of the process.

Tailored Curriculum: Our comprehensive curriculum is designed to meet the demands of the digital economy and the infrastructure it depends upon. Apprentices will cover essential topics such as IT System Management, Agile Methodologies and Practices, Community Leadership and Collaboration, Data-Driven Decision Making and Using User Centred Design in an Agile Context.

Experienced and Knowledgeable Advisors: Throughout the apprenticeship, we will provide access to a network of experienced advisors who will provide guidance, support, and feedback. Apprentices will learn from industry experts with a wealth of knowledge and experience across the digital sector.

Course Delivery

- Typical duration of 24 months.
- Induction session for apprentices and for their line managers.
- Workshop days providing off the job learning to support the qualification.
- Supported by self-study online resources.
- One to One tutor coaching and assessment support sessions
- 4 Essential skills assessment days. (2 Preparation days and 2 Live Task days) **
- 2 hour long essential skills confirmatory tests. **

**Essential Skills activities are not applicable to apprentices with exemptions.

Level 4 Diploma in Digital Product Manager

Course Delivery

This element of the programme will be delivered through blended learning with learners attending full day knowledge and technical skills workshops delivered either face to face or virtually using Microsoft Teams across the 24-month duration of the programme.

Additional development and assessment support will be provided through regular 1-to-1 sessions with a member of the ALS delivery team. An ALS assessor will meet with the learner, either in the workplace or through digital means. (for example, Microsoft Teams) to provide coaching, advice and assessment support.

Learners will also be set tasks to complete between each visit which are tailored to the different needs of each learner and the workplace activities they are involved with.

Qualification Structure Summary

The Level 4 Diploma in Digital Product Manager consists of 111 *credits; 10 mandatory units, with a total of 101 credits plus a minimum of 10 optional credits.

*Unit rules of combination.

- Mandatory Units (Learners must achieve all 10 units) – 101 credits.
- Optional units – minimum 10 credits.

What you will learn

This programme is made up of a mixture of mandatory units (these have to be completed by all learners as part of the qualification) and optional units (we will work with you to decide what units are relevant to your role, and your business). A brief overview of these units is below.

Mandatory Units

Unit Title	Level
IT System Management	3
Problem Solving	4
Develop Own Effectiveness and Professionalism	4
Using User Centred Design in an Agile Context	4
Bilingualism in User Interactions	3
Digital Product Management	4
Agile Methodologies and Practices	4
Data-Driven Decision Making	4
Product Innovation and Emerging Technologies	4
Community Leadership and Collaboration	4

Optional units

Unit Title	Level	Credits
Monitor Information Systems	3	8
Manage a Budget	4	4
Health and Safety in an IT Context	3	6
Digital Security for Business	3	4
Software Development	4	10
Service Design	4	12
Data Visualisation	3	4
Principles of Artificial Intelligence use in the Workplace	3	4
Principles of Working in the Public Sector	2	5
Using Data to Tell Stories	4	4
Accessibility Considerations in Digital Product Management	3	5
Implementing Generative AI (GenAI) in the Workplace	4	10

Have any questions about our Level 4 Digital Product Manager Apprenticeship?

We are here to help. If you have any further questions or enquiries about the main qualification element of the programme, please contact **info@alstraining.org.uk**

3 Essential Skills Qualifications

When you agree to undertake an apprenticeship, you may be required to complete Essential Skills as part of your Apprenticeship framework.

Essential Skills Wales

The Essential Skills Wales (ESW) will be initially assessed via an online Wales Essential Skills Toolkit (WEST) Assessment. Where a Learner already holds an ESW certificate or equivalent qualification this can provide an exemption and learners will not need to complete that ESW element of the programme. Where a Learner is not exempt an Individual Learning Plan (ILP) will be generated from the initial assessment. The modules delivery will include independent learning via WEST, prior to guided learning sessions preparing the Learner for their assessment. ESWs are assessed via controlled tasks and confirmatory tests for Communication and Number.

Exemptions

If you already hold qualifications, these may be used as 'exemptions' towards your apprenticeship framework. As a result, you will be exempt from achieving that particular Essential Skill, if you wish. This will be discussed with you before you sign up with us and will also be followed up by your assessor before and during your first visit from us.

Have any questions about Essential Skills?

We are here to help. If you have any further questions or enquiries about Essential Skills element of the programme, please contact **info@alstraining.org.uk**