

CHARTERED MANAGER

Degree Apprenticeship



University of
CUMBRIA

CHARTERED MANAGER DEGREE

The BA (Hons) Applied Management degree apprenticeship is a unique programme that helps learners to develop the management expertise needed to progress their career by combining higher level academic knowledge, understanding and skills with the opportunity to contextualise this provision in the workplace. Designed in conjunction with a wide range of employers, the degree apprenticeship provides insights into the latest industry trends and develops contemporary skills such as resilience, future strategic thinking, innovation and business continuity management.

The programme is also mapped against the Chartered Manager Degree Apprenticeship Standards to provide apprentices with a detailed understanding of more established management skills in organisational performance, interpersonal excellence and personal effectiveness. Meeting these standards provides the opportunity to apply for professional status as a manager with the CMI or ILM on completion of the degree.

All modules on the BA (Hons) Applied Management are delivered by a team of staff with academic and industry expertise, providing learners with context specific learning and assessment that is applicable to their sector of employment. We also provide learners with a number of optional modules in the second and third year of their degree that will help to develop expertise linked to their employment and career aspirations.

Learners will attend our Carlisle campus for 1 day a week over 24 weeks of the year, with the remainder of their time spent on learning in the workplace. This combination of face to face University delivery and realworld experience helps to produce graduates who can have a positive impact on business performance and demonstrate successful outcomes against the knowledge, skills and behaviours defined by a professional apprenticeship standard.

This programme is suitable for anyone currently working as a graduate trainee, supervisor or other junior level management position within a business.

Please see

<https://www.cumbria.ac.uk/study/courses/apprenticeships/charteredmanager-degree-apprenticeship/> for further details on our programme.

CASE STUDIES

Ruth Hawkin, Chartered Manager Degree Apprentice, Evolto Ltd.

What was it about the Chartered Manager Degree Apprenticeship that interested you initially?

I have come into business as a recent change in career and although I brought many transferrable skills from my previous work in education, I was looking to find a course that would build on these and give me some real knowledge and understanding of business.

I stumbled upon the Chartered Manager Degree by accident, but as soon as I read about it, I knew that I had found 'the one'. I love the fact that rather than it being a purely 'academic' exercise, everything we are learning applies theory and techniques directly within the real context of our own business environment. I'm sure this makes what we are learning easier to understand, but I also feel that the business benefits immediately too.

How has the programme benefitted you personally?

I am finding that I have grown in confidence in my new role much faster than I was expecting. Once we have covered a topic in university I feel I have a solid foundation on which to build on in the workplace. This means I can implement new strategies and ideas with real conviction.

It is also great to be making a new network of contacts who are in a similar place in their careers and facing similar challenges in their organisations. I think that is another real strength of the programme – we can support each other both at university and in our wider work.

What would you say to anyone considering applying for the programme?

Go for it. As long as you're willing to work hard, it's a great way to gain an academic qualification, develop your skills and your career, and get to keep earning a living while you do it!

PROGRAMME DESIGN

Our programme is designed to enable completion of the apprenticeship within the typical duration of 48 months approved for the Standard. Arrangements for part-time apprentices to take the course over a longer time can be planned on an individual basis.

	MODULE TITLE	AIMS OF MODULE
ACADEMIC LEVEL 4	Business Operations	This module introduces business and management theory in terms of its potential use and application within the dynamics of the contemporary business environment.
	Managing Workplace Relationships	This module explores the types and purposes of a range of workplace relationships and the skills required to overcome challenges and manage these effectively.
	Creativity and Innovation	You will be introduced to the main principles and concepts associated with creativity and innovation and consider the factors that can impact on developing new ideas within the business.
	Business Analytics	This module will equip you with an understanding of the purpose and practices of collecting, interpreting, managing and presenting business data and information to inform on decision making.
	Business Finance	This module provides you with an understanding of the financial tools associated with the successful management of business at both a strategic and operational level.
	Work Based Learning 1	This module provides you with the opportunity for you to reflect upon the academic year at level 4. You will consider your personal growth and developing skillset as a manager and your impact on the business to date.

All modules listed must be taken. All modules are worth 20 credits unless stated otherwise.

	MODULE TITLE	AIMS OF MODULE
ACADEMIC LEVEL 5	Project Planning	You will cover a range of concepts, tools and frameworks specific to project planning and management helping you to analyse the constraints of time, quality, cost and the consumer on the development of a new project within a business.
	PR & Sales	This module introduces the concepts of PR and sales as critical functions in the modern day organisation and develops your understanding of CRM, sales analytics, developing a PR campaign, the use of social media as a tool, as well as technology enabled selling that creates value in the mind of the consumer.
	Organisational Behaviour	You will explore and evaluate the impact of an organisation's structure, culture, behaviour and governance on management and leadership and organisational success.
	Inclusion and Business Dynamics	The aim of the module is to explore the move from current business contexts and practices, previously based simply on management and marketing principles, economic growth & profiteering to those holistically inclusive of ecological, eco-environment and humanistic principles.
	Work Based Learning 2	This module provides you with the opportunity for you to reflect upon the academic year at level 5. You will consider your personal growth and developing skillset as a manager and your impact on the business to date.
	Option 1	(More information on module choices can be found in the programme specification)
ACADEMIC LEVEL 6	Future Strategic Thinking	This module provides a contemporary view on strategic thinking and management and considers the immediate and future opportunities and challenges for businesses operating in a range of contexts.
	Digital Marketing	This module introduces you to the fast-moving world of digital marketing technologies and their applications where you will consider a range of digital channels and their suitability for inclusion in an effective integrated online and off-line marketing programme and campaign.
	Responsible Leadership	You will develop your understanding of responsible and ethical leadership by examining leadership models and the concept of coaching, motivation and empowerment, drawing on a range of techniques and methods for effectively leading others.
	Synoptic Business Project (40 credits)	This double weighted module synthesises the knowledge, skills and behaviours developed during the course of your degree, providing you with the opportunity to undertake a substantive project that focuses on the exploration and resolution of a workplace change issue.
	Option 2	(More information on module choices can be found in the programme specification)

All modules listed must be taken. All modules are worth 20 credits unless stated otherwise.

ADMISSIONS

The University of Cumbria's normal requirements for entry to the academic programme are that apprentices should have 96 UCAS points plus Maths and English at GCSE C/4 or above.

More information about UCAS tariff points can be found at <https://www.ucas.com/undergraduate/what-and-where-study/entry-requirements/ucas-tariff-points>. Individual employers will set the selection criteria for their apprenticeships.

Normally, entry to the course requires evidence of successful study at Level 3, A-Level or equivalent. English and Maths at Level 2 (GCSE) are also expected. Other relevant qualifications or prior experience may be considered as an alternative if the above criteria are not met.

To complete the application process to the University there are a few key documents that will be required:

- Individual Application Form and copies of supporting documents
- Initial Learner Needs Analysis
- Commitment Statement between The University, Employer and Apprentice which sets out the roles of each party
- An apprenticeship agreement between the employer and apprentice. (The University can provide a sample document)
- Apprenticeship Standard Service Agreement between the employer and the university

All of the documents above are required to access funding from the Education and Skills Funding Agency (ESAF). Please note applications will be subject to individual circumstances and checks on eligibility, consideration or prior learning etc.

EMPLOYER RESPONSIBILITIES

The University of Cumbria works in partnership with employers to support apprentices. Successful partnerships are based on a shared approach to developing skills, knowledge and behaviours associated with each programme.

The employer is responsible for providing the apprentice with the opportunity to develop the knowledge, skills and behaviours (KSBs) from the standard in the workplace. The taught content provides most of the knowledge, together with opportunities for discussion with tutors and the basis of portfolio building.

However, it is the workplace learning that provides the opportunity to build and evidence the knowledge, skills and behaviours. Consequently, the employer must ensure that the apprentice has sufficient off the job time in the workplace for this – at least half of the 20% off the job learning will take place in the workplace – as well as placement opportunities to allow the learner to develop and evidence the KSBs across all areas of the standard. A learner must be engaged in learning continuously through the apprenticeship, even outside formal university delivery, whilst teaching maybe clustered around semesters, learning and development must be continuous.

The apprentice will need to have an appointed mentor in the workplace who guides them in development of the knowledge, skills and behaviours, ensures they have the opportunity to progress, and who will participate in regular review meetings with the apprentice and our apprentice tutor. The employer is responsible for the Gateway assessment, determining whether the apprentice is ready to progress to End Point Assessment.

FURTHER INFORMATION

Find out more

<https://www.cumbria.ac.uk/business/>

Get in touch

ibil@cumbria.ac.uk

