

CHARTERED MANAGER DEGREE

APPRENTICESHIP

VISITOR ECONOMY PATHWAY



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OVERVIEW

Welcome to the University of Cumbria's Chartered Manager Degree Apprenticeship, Visitor Economy Pathway.

As part of The University of Cumbria's portfolio of professional higher level and degree apprenticeships we are delivering the Chartered Manager Degree Apprenticeship with a Visitor Economy pathway and we are the only provider in the UK for this programme. The programme is aimed at professional managers to develop skills and knowledge that enables them to take a lead responsibility for people, projects, operations or services providing the foundation for long-term business success.

We know that successful visitor economy businesses are those with excellent leadership and management teams. The Cumbria LEP recognise through their sector skills work that apprenticeships are a key vehicle through which employees can recruit, train and develop their staff.

The degree has been 'designed by industry for industry' with learning outcomes that are carefully aligned to meet the current and future challenges for business success and provide a rich and relevant context for learners. The programme also offers two optional modules at levels 5 and 6 that focus on developing specialist knowledge and expertise in areas such as events management, business and marketing, and hotel management.

BA (Hons) APPLIED MANAGEMENT

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 Management Institute (CMI) Apprenticeship Standards to provide you with a detailed understanding of more established management skills in organisational performance, interpersonal excellence and personal effectiveness. Meeting with these standards provides learners with the opportunity to apply for professional status as a manager with the CMI or ILM on completion of their degree.

All modules on the BA (Hons) Applied Management are delivered by industry experts and all of the content is contextualised to fit with the industry, providing learners with context specific learning and assessment that is applicable to their sector of employment. We also provide apprentices 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 campus in Ambleside 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 real-world 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.

CITY & GUILDS CERTIFICATION

The University is now partnering with the City and Guilds to offer learners in hospitality the chance to gain Global Hospitality Badges from their internationally recognised programme. The badges can be awarded to learners to recognise progression in their industry especially suited to those in a food and beverage and front of house setting.

Find out more by visiting <https://www.cityandguilds.com/what-we-offer/hospitality-and-catering-offering/global-certification>



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	Covers a range of concepts, tools and frameworks specific to project planning and management helping analyse the constraints of time, quality, cost and the consumer on the development of a new project within a business.
	PR & Sales	Including concepts of PR and sales as critical functions in the modern day organisation and develops 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	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	Explore the move from current business contexts and practices, to those holistically inclusive of ecological, eco-environment and humanistic principles.
	Work Based Learning 2	Provides the opportunity to reflect upon the academic year at level 5. Learners will consider personal growth and developing skillset as a manager and the 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 the fast-moving world of digital marketing technologies and their applications. Understand a range of digital channels and their suitability in an effective integrated online and off-line marketing programme and campaign.
	Responsible Leadership	Develop 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)	Double weighted module synthesises the knowledge, skills and behaviours developed during the course of the degree, providing 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.

DELIVERY PLAN

The class-based elements of the programme are delivered on a day release basis with students studying at our Ambleside campus for 24 weeks between September to December and January to March. All modules are delivered by academic practitioners from a range of industry backgrounds helping to contextualise the course content to fit with your industry sector. Assessment is focused on real world learning and developing your skillset to ensure you have the management knowledge needed to progress your career upon successful completion of the course.

Indicative Programme Delivery Structure:

YEAR 1

Business Operations	Assessment Method: Report and Presentation
Managing Workplace Relationships	Assessment Method: Report
Creativity and Innovation	Assessment Method: Report and Presentation
Business Analytics	Assessment Method: Report and Presentation
Business Finance	Assessment Method: Examination and Report
Work Based Learning 1	Assessment Method: Personal Reflection

YEAR 2

Project Management	Assessment Method: Portfolio
Hotel Operations (Optional)	Assessment Method: Presentation and Written Assessment
Event Safety Management and Site Design (Optional)	Assessment Method: Project
PR and Sales	Assessment Method: Portfolio
Organisational Behaviour	Assessment Method : Report
Inclusion and Business Dynamics	Assessment Method : Project
Work Based Learning 2	Assessment Method : Personal Reflection

YEAR 3

Sustainable Hotel Management (Optional)	Assessment Method: Project
Business Continuity and Crisis Management for Events (Optional)	Assessment Method: Project
Digital Marketing	Assessment Method: Report
Future Strategic Thinking	Assessment Method: Written Assignment
Synoptic Business Project	Assessment Method: Industry Project

BLENDDED LEARNING

Learning at the University of Cumbria is an interactive experience that combines face to face delivery with a range of technologies and media types to provide a rich and flexible learning environment.

Face to face classes are delivered on a set day each week at our Ambleside campus providing apprentices with knowledge and expertise in key areas of management. These sessions take place over 24 weeks between September and the end of March each year with each module running as a four-week block.

The knowledge obtained in the face to face sessions is supported by a range of frameworks and toolkits that can be applied in a real-world environment. On campus learning is consolidated in the workplace with the support of their line manager, and through independent study and research using our online platform.

This blended learning approach ensures that apprentices progressively develop their management capabilities as they progress through the degree to their End Point Assessment (EPA), which offers professional management status with ILM or CMI.

ADMISSIONS

The University'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.

Most candidates will have A levels (or equivalent) or existing relevant Level 3 qualifications, and English, Maths and ICT at Level 2. Other relevant qualifications or prior experience may also be considered as an alternative.

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 Skills Scan
- 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 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.

The University of Cumbria offers degree apprenticeships as an employer sponsored funded training programme. Whilst they often lead to an award of degree or postgraduate degree, they are not academic programmes in the normal sense. Our relationship is with the employer; it is regulated and funded via Government. Successful partnerships are based on there being a genuine training need and shared approach to developing skills, knowledge and behaviours associated with each programme.

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 delivery by the University, 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 the quarterly review meetings with the apprentice and our apprentice tutor. Both the University and employer are responsible for deciding when the apprentice is ready for Gateway assessment, through which they progress to End Point Assessment.

From January 2020 employers who do not pay the apprenticeship levy (those with an annual salary bill lower than £3 million) should register on the Digital Apprenticeship Service immediately to ensure the reservation of funds if and when a decision is made. This registration does not commit you to taking on an apprentice. Our apprenticeship team are able to help with this so please get in touch with us at apprenticeships@cumbria.ac.uk

FURTHER INFORMATION

Our website

<https://www.cumbria.ac.uk/business/apprenticeships/courses/visitor-economy-chartered-manager-degree-apprenticeship-level-6/>

Email us

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