

CHARTERED MANAGER DEGREE APPRENTICESHIP (CMDA)

Leading to BA (Hons) in Management & Leadership (Level 6)

The programme helps existing, new and aspiring 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.

The course structure blends work-based learning and campus learning, enabling students to study and work simultaneously.

The Chartered Manager Degree Apprenticeship (CMDA) has been launched by The University of Cumbria as part of their portfolio of professional higher level and degree apprenticeships.

Key benefits to the employee:

**NO fees for the
employee to pay**

**Institute for Leadership
and Management (ILM)
status**

**Students can develop
business and
management skills,
gain work-place
experience whilst
obtaining a degree**

**Secure 3 year
workplace recruitment
and remuneration**

**Current hospitality
employees: ability to
further progress skills
whilst obtaining a
degree**

**Entitlement to
University of Cumbria
benefits – campus
facilities, clubs and
societies, libraries and
learning technologies**

**Hear from guest
lecturers, drawn
from leaders in the
Cumbrian and national
tourism and visitor
economy sectors**

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Programme Delivery

The next intake will be September 2020 for the three-year programme, which will be delivered from the University of Cumbria Ambleside Campus.

With feedback from the sector, the framework for the course has been set out as follows:

- 24 days on campus learning - Thursdays in Ambleside (September-March)
- 23 days of off-the-job work-based learning to gain experience on the job, this can be at any point in the year and in bite-size elements.

Campus learning has been set to run in the winter months to take the pressure of businesses, enabling trainee employees to work during the vital summer months.

Campus Learning

Taught, on campus delivery will be Thursday each week for 24 weeks of the year. The delivery will be focused on real-world examples from the industry, and include industry-relevant guest lectures.

Autumn Term (Sept-Dec 2020) 12 weeks

Spring Term (Jan-Mar 2021) 12 weeks

The taught weeks will guide learners through each module in that year (see module plan), with a personal development thread running through the programme. The personal development will grow year-on-year, starting with skills around managing self in year one, progressing through to managing others in year two, culminating in leadership skills in the final year. Learners will then proceed to the final assessment for the apprenticeship.

Work-Based Learning

The 'Work-Based Learning' module will be 20% of the course. It will be assignment-based work completed as part of the off-the-job learning supported by the employer. Off-the-job training must be directly relevant to the apprenticeship standard (the course) and could include:

- Shadowing, mentoring, external meetings, trade shows, professional networking.
- Learning support and time spent writing assignments

This time must be within normal working hours in the year.

How will the apprenticeship be assessed?

The university and the employer agree the assessment method; typically, they include an appropriate mix of assignments, reports, practical exercises, projects and 360-degree feedback of equivalent mechanisms.

The Apprentice will also create a portfolio of evidence that will demonstrate how learning has been applied, including achievements and capabilities. This should demonstrate the skills, knowledge and behaviours that have been acquired against the apprenticeship standard, and support the attainment of Chartered Manager status.

There will be regular 10-week reviews between the employer and the university with a formal annual assessment of progress. Towards the end of the programme, the Apprentice will undertake a synoptic work-based project, which will bring together elements of learning from different parts of the apprenticeship programme and show the accumulated knowledge and understanding of management and its application in the Apprentices organisation.

The final assessment is undertaken externally by an independent body and involves a presentation on the synoptic work-based project, review of portfolio evidence, and a question and answer session. This combination will fully test that the Apprentice meets all the requirements of the Chartered Manager apprenticeship standard.

What does it cost?

The CMDA is £22,000 for the full programme. The fees for the programme are met by the employer from their levy pot or part-funded by government funding with the employer being asked to contribute 10% of the cost, which would equate to a £2,200 investment for the course.

Funding is subject to annual government allocation and Contract.

The Employer continues to pay the full salary to the individual during their training period. If a new employee is being recruited to undertake the CMDA then the Employer will set the pay and benefits to reflect the role and the relevant industry.

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What does the price cover?

The price includes teaching and learning related to the core programme, personal tutor support, programme specific learning materials, access to the University of Cumbria library, e-library and learning resources, student support and use of study facilities on any campus (Carlisle, Ambleside, Lancaster and London) regardless of core delivery location.

The price also covers the final assessment for the programme.

Are there costs not covered by the fee?

The price does not include associated professional membership upon completion (for example the CMI), additional student support (although this may be separately funded by the ESFA), pre-employment checks, uniform, equipment or travel costs associated with the programme. The price does not include any trips or residential activity (this is not a requirement of the programme).

Recruitment Process

A learner must be employed in a substantive role 30 hours or more and supported by the employer to apply for the programme. Application to the University is similar to a normal degree, although prior learning and mix of qualification and skills are taken into consideration.

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

- Initial Learner Needs Analysis
- Individual Application Form and copies of supporting documents
- Commitment Statement between university, employer and apprentice which sets out the rules 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 (ESFA). Please note applications will be subject to individual circumstances and checks on eligibility, consideration or prior learning etc.

Apprenticeship are employees and as such are subject to the usual terms of employment. Apprenticeships are protected by a national minimum wage.

Expectation of the employer

On entering into contract for a higher level, degree apprenticeship with the University of Cumbria there is a clear expectation from government that the employer supports off-the-job training for at least 20% of their FTE. Whilst the University of Cumbria provides structured learning through taught sessions (1 day x 24 days per annum), the balance needs to be met by employers.

Off-the-job training is defined as learning which is undertaken during normal work hours but outside an apprentice's normal day-to-day working role and leads towards achievement of the apprenticeship. This can include training that is delivered at the apprentice's normal place of work but must not be delivered as part of their normal working duties.

It should be directly relevant to the apprenticeship standard and could include the following:

- The teaching of theory (for example: role playing, simulated exercises, online learning or training on machine/ process/ systems relevant to the standard)
- Practical training: shadowing, mentoring, industry visits and attendance at competitions,
- Learning support and time spent writing assessments/assignments

Off-the-job training does not include:

- English and Maths to level 2) which is funded separately
- Progress reviews on-programme assessment needed for an apprenticeship standard
- Training which takes place outside the apprentice's paid working hours.

More guidance that is detailed will be provided to employers before the learner starts on programme.

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Proposed Delivery Model for September 2020 Ambleside Cohort

	From Operations to Strategy	Business Development	Marketing	Technology & Innovation	Personal Development	Work Based Learning
1st Year	Business Operations	Business Finance	Data & Analysis	Digital Literacy	Managing Self	Evidencing Work based Learning 1
2nd Year	Dynamic Business Contexts	Business Case Development	Customer Service & relationships	Information Management	Managing Others	Evidencing Work Based Learning 2
3rd Year	Operational Strategy	Project Management	Strategic Marketing	Managing Innovation	Leadership	Evidencing Work Based Learning 3

The taught modules will provide formal learning to be applied to the business environment covering skills and knowledge in organisational performance, interpersonal excellence, and personal effectiveness. The modules will also reinforce behaviours such as taking responsibility, being inclusive, agile management and professionalism. The Visitor Economy cohort will

allow the learning outcomes to be carefully blended to meet the needs of the sector and provide a rich and relevant context for learners.

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