

CHARTERED MANAGER DEGREE APPRENTICESHIP (CMDA)

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

Hospitality or Tourism Employers can enrol new and/or existing employees on the University of Cumbria programme to the benefit of the business and employee.

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.

The course has been set up to address current Hospitality & Tourism industry needs:

Difficulties in recruitment and retention of supervisors and managerial teams across the sector

Introduce new talent and innovative thinkers to the industry

Need for enhanced skills and qualifications that will help retain staff and improve productivity

Improve industry reputation through better career prospects

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.

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Key benefits to the employer:

Remuneration level is at the employers discretion

Ability to invest and progress the skills of valued employees

Only 24 days of campus learning during low season each year

At least a three-year retention of a valued, experienced and trusted team member

Provides an attractive incentive when recruiting talent

90% of course fee is provided by Government, 10% to be supported by employer

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

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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. If you are a SME and non-levy payer the University of Cumbria can draw on 90% 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.

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).

How businesses being asked to pay?

For those businesses who need to contribute to the programme costs the university

are asking for payment upfront when the Apprentice sign-ups to the Programme, the university will then use this contribution to draw down the funding from government on the Employers behalf. Our business team are happy to discuss with employers.

Recruitment Process

The Employer can use the CMDA to recruit a new member of staff or invite an existing member of staff to complete the programme as part of the workforce development strategy; different organisations will have different motivations and options. The University business team is happy to discuss how they can help with recruitment of new staff to the business.

The selection and nomination of candidates is completely the choice of the Employer, assuming the candidate meets the academic entry requirements for the programme (as detailed in the brochure).

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

- Initial Leamer 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

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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.

Apprenticeship are employees and as such are subject to the usual terms of employment. Apprenticeships are protected by a national minimum wage. In order to attract a good quality candidate we would recommend you offer a salary in excess of £12,000 per year.

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.

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.

Email: apprenticeships@cumbria.ac.uk
Visit: www.cumbria.ac.uk/HLAS