

# CHARTERED MANAGER DEGREE APPRENTICESHIP PROGRAMME



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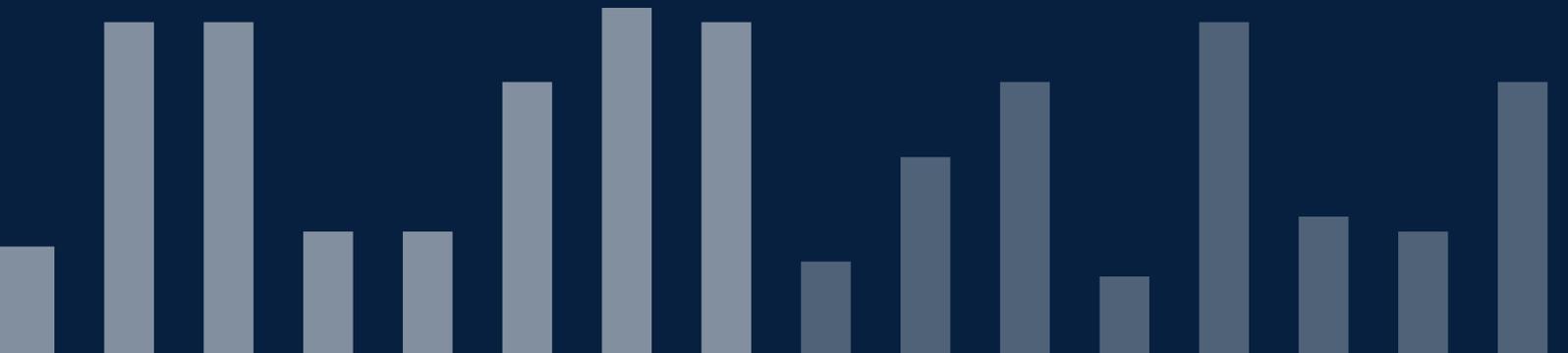
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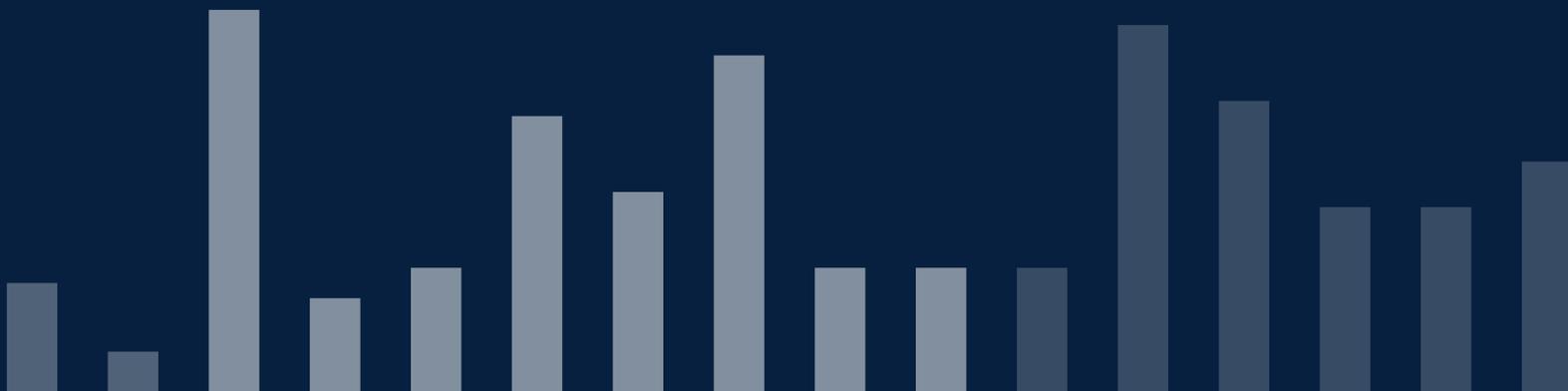


# GLOBAL

## IN OUTLOOK

### OUR VISION

TO BE AN INDUSTRY FACING BUSINESS SCHOOL PRODUCING THE  
BRIGHTEST TALENT AND IDEAS TO DRIVE INNOVATION, DELIVERING  
ECONOMIC AND SOCIAL IMPACT ON A LOCAL TO GLOBAL SCALE



# WELCOME

## TO TEESSIDE UNIVERSITY BUSINESS SCHOOL

We are an ambitious, forward-facing organisation with a dynamic curriculum designed to equip apprentices and businesses with the core knowledge, behaviours and skills necessary to succeed in the 21st Century.

**More than ever before, our future business leaders are required to think creatively to take advantage of new opportunities amidst an ever changing global landscape.**

Our Higher and Degree Apprentices provide learners with the knowledge to manage, lead and transform their organisations, allowing them to develop real-world skills and empowerment to navigate the challenges faced by modern business.

Teesside University Business School apprenticeship programmes are specifically designed for businesses to access our industry-leading, academic expertise alongside work-based learning for real-time business benefits. The businesses and learners we work with value the vast opportunities which these programmes offer and this has resulted in strong industry links and partnerships across all sectors.

Through the Apprenticeship levy, the Higher and Degree Apprenticeship route to study offers a highly cost-effective pathway to deliver your business and workforce solutions. An overview of the key benefits can be seen in the boxes to the right.

### For employers

- > **Real-time business benefits; innovative approaches and solutions to business challenges and measurable productivity gains.**
- > **Adding real value to Workforce Development plans and strategy including; improved staff retention, succession planning and using cost-effective apprenticeship funding to upskill existing staff.**

### For learners

- > **The upskilling, development and empowerment of individuals to become the managers of the future.**
- > **Valuable and highly regarded higher education qualifications integrated with workplace development.**

Teesside University Business School has a long and prestigious history of industry engagement and partnerships supporting businesses of all sizes and industries in developing their future leaders. We invite you to work with us towards your future success.



**We look forward to welcoming you.**

### Dr Ben Fisher

Associate Dean (Enterprise & Business Engagement)  
Teesside University Business School

# MANY THANKS

## FOR YOUR INTEREST IN OUR CHARTERED MANAGEMENT DEGREE APPRENTICESHIP

The environment in which businesses operate today is extremely dynamic, posing a myriad of challenges and uncertainty for business professionals, managers and their organisations.

**The overall aim of the Chartered Management Degree Apprenticeship (CMDA) is to develop reflective, entrepreneurial, innovative and responsible business professionals and managers with the necessary knowledge and skills to contribute in supporting and developing their organisations in a complex environment.**

The programme offers an exciting and well-balanced integrated curriculum that places a large emphasis on the application of knowledge in the organisational setting. You will develop your personal, professional, critical thinking and reflective skills in order to prepare you to manage, lead and transform your organisations.

The CMDA is designed to be flexible in delivery, in order to cater for a diverse range of learners from a variety of professional backgrounds. Experiential learning will take place through workshops and action learning sets, and will all be supported with learning technologies that will facilitate a blended learning approach to fit with busy work and life schedules.

Our vast network of industry partners will offer real insights from the world of business that can be incorporated into your role, whilst providing opportunities for you to develop your business networks and driving real value into your work-based setting.

I look forward to supporting you in your learning journey.

**Suzanne Withrington**

CMDA Course Leader  
Teesside University Business School



# THE CHARTERED MANAGER DEGREE APPRENTICESHIP PROGRAMME

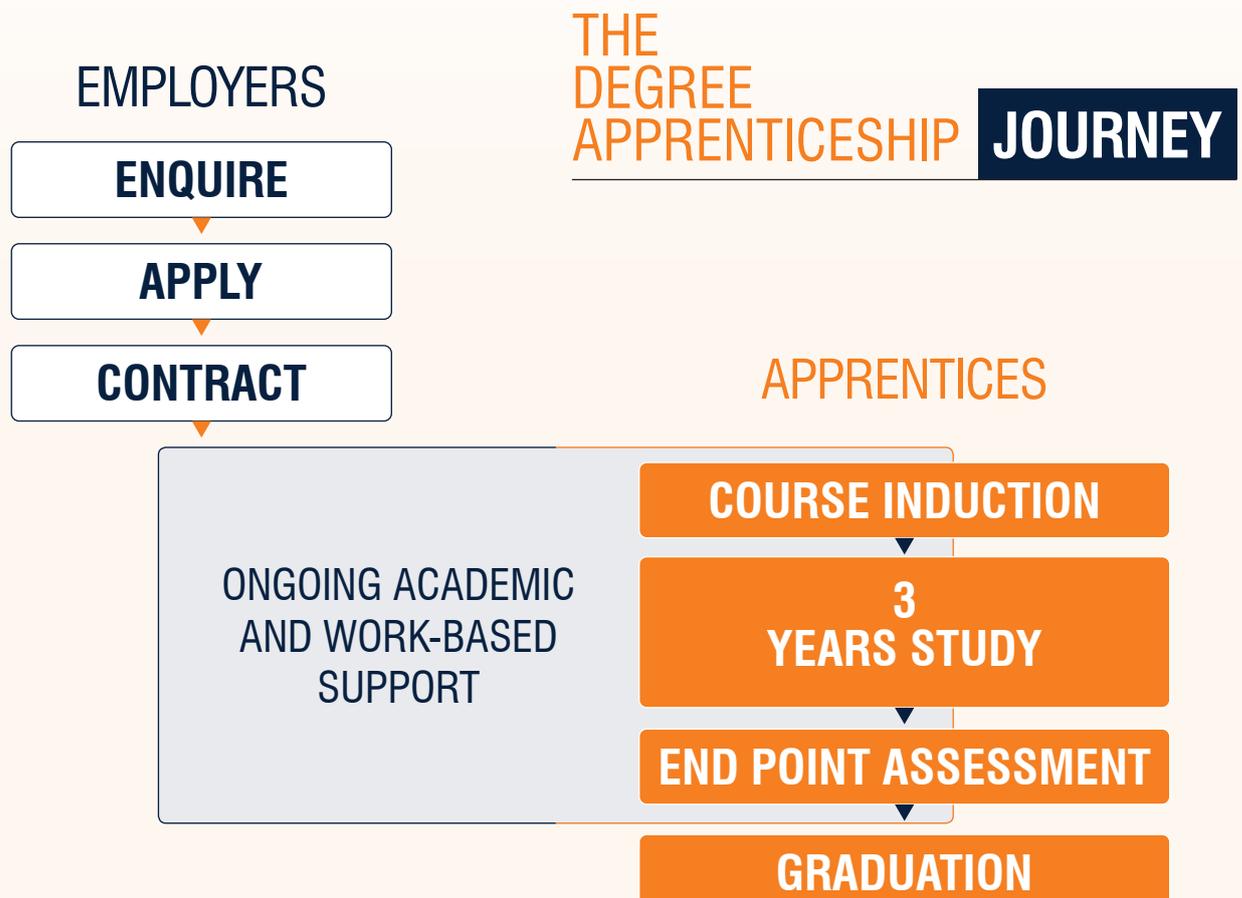


The Chartered Manager Degree Apprenticeship (CMDA) is industry-driven, professional body-aligned and government-supported. It combines excellent business education, work-based learning and professional development to support the growth of graduate-level managers, for now and the future.

This course is for you if you already take responsibility for projects, people, operations and/or services to deliver long-term organisational success.

You could be from any sector, in any size organisation and already be a manager with practical experience, but would like a more structured learning approach to further develop your career.

As an apprentice you are employed while studying for a work-based BA (Hons) Management Practice degree at Teesside University Business School. Successful completion of the course gives you an honours degree and full Chartered Management Institute (CMI) Chartered Manager status. Chartered Manager is the highest achievable status in the management profession, is awarded only by the CMI and is recognised and valued across all sectors.



# OUTSTANDING LEARNING AND TEACHING

The course team have extensive experience of the challenges that face work-based learners and are responsive to queries, and sympathetic to learners' specific needs.

Many have significant work experience outside the higher education environment and therefore are able to relate to the reality of the learners' experiences and challenges in the work-place, helping learners to contextualize and integrate theory and practice. The programme is experiential in nature and therefore the associated pedagogy ensures a rich authentic learning experience.

**The apprenticeship levy has meant that businesses are looking at new ways to train their staff in order to utilise the funding available, and providers are responding in kind.**

Research by Investors in People reveals that poor leadership and management is costing the UK £84bn per year in lost productivity every year. UK businesses will struggle to perform to their potential if their staff have not been trained in how to lead, or helped to develop the skills they need to manage the tasks of others. New employer-designed degree apprenticeships offer such training opportunities.

**Ian Myson**

Director of HE partnerships,  
Chartered Management Institute

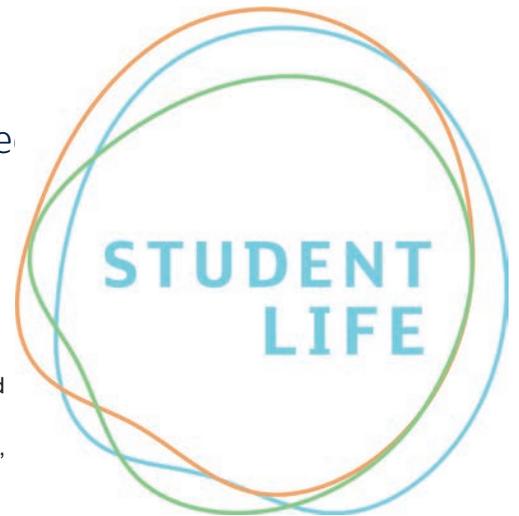


# OUR FACILITIES

We've invested £13.2m to develop a student-centre and student-led space, providing information and services to support, inspire and empower success in learning and life.

Our Student Life building is the single place to get help and support for your University life outside of the classroom. It has a range of flexible learning spaces for individual and collaborative learning, and our STREAT food bar.

Alongside this, our online offer allows you to access a wealth of information and advice, with our advisors on hand to answer any enquiries you have – at a time that suits you.



## THE LIBRARY

We've recently invested £7m to transform our library. Enjoy our bright, modern, technologically-enabled environment with spaces to suit all learning styles. We offer places for group work and discussion, individual and silent study areas, as well as a learning café serving hot drinks and food. Benefit from access to 145m learning resources, including 490,000 ebooks, 97,000 ejournals and over 200 databases to find the latest research. You can access electronic resources from your own home. Our library is also open 24/7 so we're equipped for night-owls too.



## ONLINE STUDY ENVIRONMENT

Our CMDA has been purposefully designed to cater for learners who are work-based.

You can access all the module materials via our online platform, Blackboard. You will also actively participate in online discussion groups and have access to a variety of podcasts and other digital materials to shape your learning. All your assignments are submitted electronically, so there is no need to be on campus on assessment deadline days.

You are supported in a variety of ways to ensure you get the best experience from your time with us. Support is available whether you are on campus or studying remotely. The course tutors have extensive experience in industry and understand the challenges faced by work-based learners. The online portal contains all the guidance and information you will need to successfully complete your degree and your apprenticeship. The state-of-the-art onsite library at Teesside University is an inspirational place to study in groups or on your own. You will also have instant access to Management Direct, which is the CMI leadership development portal and contains literally thousands of resources.



# BENEFITS FOR EMPLOYERS

Develop specialist expertise and high-level skills while keeping your business up-to-date with industry knowledge.

**As one of the UK's leading providers of degree apprenticeships, approved by the Education and Skills Funding Agency, we have a proven track record in working with organisations across all sectors, giving you real input into your sector's skills provision.**

We also have a proven track record of delivering work-related education, industry and business partnerships and learn-while-you-earn programmes.

- > **Tuition fees are paid by a combination of employer and government investment**
- > **Develop the expertise you need with direct input into the skills provision for your sector**
- > **Upskill, motivate and retain your existing employees – with no age limit**
- > **Apprentices can fill higher-level skill gaps**

## ADDING VALUE TO YOUR BUSINESS

**North Star has worked in partnership with Teesside University for a number of years. This partnership enabled us to identify how we could develop the managers and leaders of the future through an academic route.**

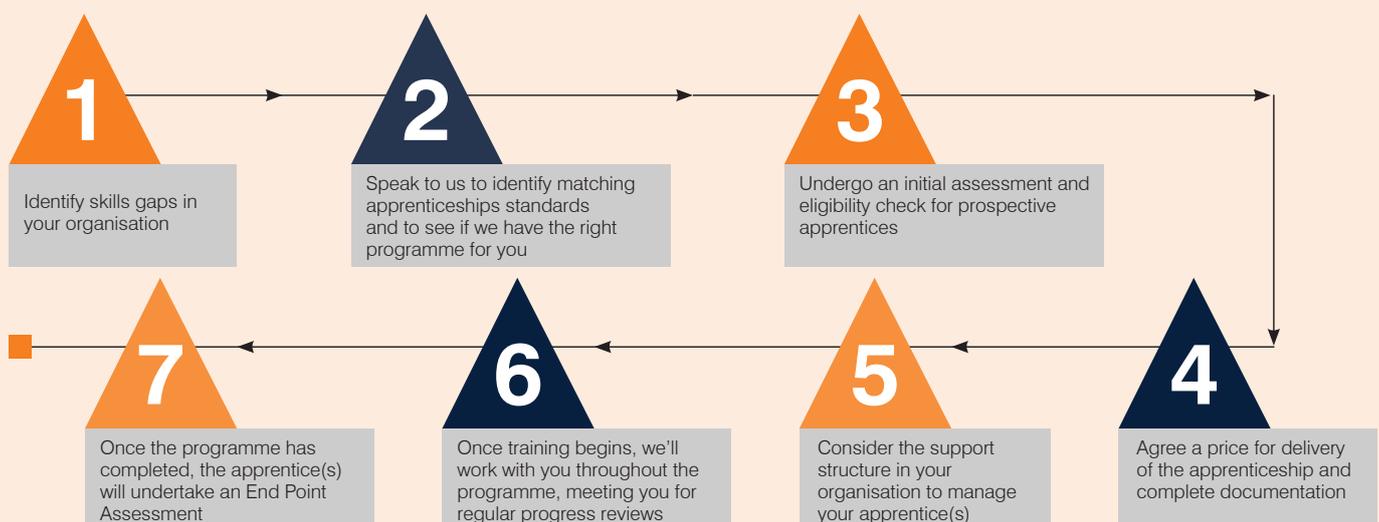
This perfectly complements our cultural approach to the development of leaders from across the organisation. Our students have massively benefitted, as has North Star.



**Carole Richardson**  
Director of People and Culture,  
North Star Housing Group Limited



## EMPLOYERS THE KEY STEPS



# BENEFITS FOR EMPLOYEES

Combine work with study for a higher education qualification, developing your career and earning potential, with no loans, no debts and no age limit.

- > **Earn while you learn with no need for a student loan – your fees are paid by the government and your employer**
- > **Achieve a nationally recognised qualification and gain professional accreditation and membership**
- > **Develop your career and increase your earning potential**
- > **Make connections with people from a wide range of industries and backgrounds to help achieve your future career goals and grow your professional network**



## ENROLLING ON THE CMDA HAS TURNED OUT TO BE THE BEST DECISION I'VE EVER MADE

**Being able to work towards a BA (Hons) degree and Chartered Manager status whilst continuing with my job has been nothing but beneficial.**

I've been able to continuously relate my work experience to my degree and use what I have learnt at University to take back to my role in work. Although working and studying a degree has been challenging, I'm sure I'll never look back and not think it was all worth it.

One of my favourite parts of being enrolled on this course is being in a class with people from all different industries and at all different stages in their career. It's fascinating to see how different people will interpret and apply the different theories dependant on the role they do and the experiences they've had, which has helped challenge my own perceptions and facilitated some really good group discussion.

**Emma Beauchamp**  
Trainee Account Manager, Gestamp

**Gestamp** 

# STUDYING

## FOR THE CHARTERED MANAGER DEGREE APPRENTICESHIP

The Chartered Manager Degree Apprenticeship provides a fantastic platform for managers to challenge themselves and drive innovative business theory and practice back into their organisations.

It also encourages personal leadership development – to build your best self through professional leadership practice, learning to learn about yourself, what drives you, how are you perceived by others, how do you ensure that your team is with you.

### HOW DOES IT WORK?

**Students will be exposed to a variety of learning methods to develop their knowledge and understanding – from workshops, live case studies and projects, simulations, action learning sets and interactive learning, utilising various learning technologies. Students will learn authentically with and through their peers to develop solutions to challenges in organisations.**

The learning takes place at work and on campus. Students will be exposed to a variety of learning and teaching approaches, and hear from expert practitioners in their field as the course includes the opportunity to engage with guest experts from across the region.

The course is taught over three years. Students will attend sessions at the University approximately 25 days each year.

A full degree consists of 3,600 notional learning hours equating to 360 credits of learning – 120 credits in each year of study.

A prerequisite of the CMDA is that students will be released from their usual work role for 20% of the time. This 20% may include attending University, practical training at work, learning and support time to write assignments and any training delivered that is not part of the apprentice's normal role.

### MODULES INCLUDE:

#### Year 1

Work-based Learning Skills	20 credits
Personal Effectiveness	20 credits
Introduction to Finance	20 credits
Sales and Marketing	20 credits
The Business Environment	20 credits
The Business Planning Process	20 credits

#### Year 2

Project Planning	20 credits
Project Research	20 credits
Leading and Managing People	20 credits
Human Resource and Talent Management	20 credits
Dynamics of Organisational Change	20 credits
Digital Business	20 credits

#### Year 3

Advanced Leadership and Performance	20 credits
Contemporary Issues in Management and Practice	20 credits
Strategic Management and Intrapreneurship	20 credits
Professional Project	60 credits

*See over for more detail*

## MODULES

### Business environment

Introducing the principles underpinning markets operating in a modern western economy and deals with the micro and macro-economic environment. You will also study welfare economics, government operations and legislation.

### Introduction to business finance

You are introduced to the principal areas of business finance and related commercial activities. Key topics include the principles of financial management accounting, planning and budgeting, and procurement.

### Personal effectiveness

You develop key skills including developing and managing your awareness, effective communication skills and understanding learning opportunities.

### Sales and marketing

You are introduced to key themes associated with marketing and selling business products and services, from defining a market segment through to closing a sale. Key skills developed are market appraisal, researching competition, understanding customers, preparing marketing plans and understanding the selling process.

### The business planning process

A focus on business planning, growth, resourcing and implementation. You are introduced to key theories, concepts and models, which develop knowledge of appropriate management tools to stimulate business growth.

### Work-based learning skills

Equipping you with the skills to critically reflect on professional practice. You are provided with a personal perspective on your own learning, encouraging professional and personal development.

### Digital business

Develop your knowledge and understanding of the diversity of technologies and approaches available to exploit new business opportunities by using advanced contemporary technologies.

### Dynamics of organisational change

Ideal for aspiring leaders in a range of professional contexts, you develop understanding of the complexities and challenges in organisational change including organisational culture and resistance, as well as being creative and innovative in application of theory to propose solutions and overcome barriers in changing organisations.

### Human resource management and talent management

Explore theories in the human resource elements of the business including recruitment and selection, employee retention, engagement and development, performance management, conflict management, negotiation and dispute resolution.

### Leading and managing people in organisations

Looking at the concept of leadership and management in the 21st century, including the skills required for collaborative working relationships to improve performance within a diverse range of organisational situations.

### Project planning

Explore the fundamental principles of planning and managing projects and key tools and frameworks.

### Research skills

You learn knowledge and skills to conduct effective research in preparation for future research projects and gain an understanding of the principles underpinning ethical and rigorous research methods.

### Advanced leadership and performance

Learn how to identify authentic and ethical leadership by considering the importance of concepts such as trust, resilience and adaptability.

### Contemporary issues in management and practice

You explore the key concepts of corporate social responsibility, managing across cultures, knowledge and talent management, and the importance of the global regulatory frameworks affecting international trade.

### Professional project

Through negotiation between the University, workplace and learner, you design and carry out an inquiry-led project demonstrating research and approaches to both your own professional, and organisational development.

### Strategic management and intrapreneurship

You take a transdisciplinary approach to strategic management to enable deep learning to support a negotiated, flexible pathway that addresses your individual learning requirements and your organisation's strategic development needs.

# ASSESSMENT

The programme adopts a range of formative and summative assessment methods to suit the demands and requirements of the applied nature of the programme. These include business reports, case study analysis, presentations, self-diagnostic assessments, reflective reports and a research proposal and associated dissertation. All of your assignments are submitted electronically.

At the end of your study you present your portfolio to the CMI and engage in a short viva examination, which is known as End Point Assessment (EPA). End Point Assessment comprises of an interview and presentation assessed by a panel of representatives from the University, your employer and an independent assessor (appointed by the CMI).

Your assessments are designed to test your knowledge, understanding and skills and include:

# 1

A portfolio containing work that covers the whole of the Chartered Manager Standard you need to meet.

# 2

In your final year, a 360 degree feedback on your performance from managers and peers.

# 3

A work-based professional project is a substantial piece of work undertaken in your final year. Your employer and the University work with you to agree the project, and you are supervised and supported by the University and your employer.

# 4

An end point assessment comprising an interview and presentation assessed by a panel of representatives from the University, your employer and an independent assessor (appointed by the CMI).



# APPLICATION INFORMATION

## ENTRY REQUIREMENTS

The course is designed with professionals in mind, and this is reflected in our entry requirements. All applicants must be employed with a supporting organisation.

Your employer sets the general internal selection criteria but you are also required to meet the entry requirements specified by the University.

A typical applicant would have 96 tariff points from at least two A levels (or equivalent), together with maths and English at GCSE, grade 4 (grade C) or above (or equivalent).

**However**, we welcome applications from mature students without conventional entry requirements, and we will take into account alternative qualifications and experience.

## ADVANCED STANDING

Applicants who have completed recent Level 4, 5 and 6 business-related professional qualifications may be offered advanced standing onto the programme. Given the diverse range of professional qualifications and the diverse range of credit value for these qualifications, applications will be considered on an individual basis in consultation with a representative of Teesside University Business School.

## ENGLISH AND MATHS REQUIREMENT

All applicants must be able to evidence GCSE-level English and maths at Grade A\*-C or commit to completing Functional Skills Level 2, in addition to the programme. Applicants will be supported and guided through this process if they do not have these qualifications upon entry to the course. English and maths must be successfully achieved before the student can be awarded their apprenticeship.

## HOW TO APPLY

Teesside University colleagues will support you through each step of the application process.

An employer must confirm to the University that they will be supporting a colleague on the programme before an application is progressed. We work with the employer to progress each individual application. Applicants must complete an application form to aid the programme team to assess their suitability to the programme, and to highlight the knowledge and skill areas they are looking to develop on the Chartered Manager Degree Apprenticeship.



## FUNDING

Apprenticeship levy-paying employers (those with pay bills over £3m) pay for apprenticeship training from their online levy accounts via the government's apprenticeship service. Non-levy payers pay only 5% of the cost of apprenticeship training, with the remaining 95% being paid by the government.

## COURSE FEE INCLUDES:

- > **dedicated support of the Chartered Manager Degree Apprenticeship team**
- > **invitations to a range of University and Business School events hosted on and off campus**
- > **membership of CMI**
- > **support for the in-company mentors**
- > **all University tuition fees**
- > **end point assessment fee**

# THE BENEFITS OF BECOMING A CHARTERED MANAGER

Source: Chartered Management Institute, 2020

## ECONOMIC IMPACT OF CHARTERED MANAGERS

£13k



Average pay rise of a manager as a result of becoming Chartered

£310k



Each Chartered Manager boosts their business' revenue by £62k every year and £310k over 5 years

£22.4k



Additional contribution to the UK economy every year from each manager becoming Chartered

## IMPACT OF BECOMING A CHARTERED MANAGER ON INDIVIDUALS

91%



91% say their self-awareness has increased

88%



88% say their self confidence has increased

81%



81% say their management skills have improved

76%



76% say that Chartered Manager provides the 'ultimate competitive advantage'

## IMPACT OF BECOMING A CHARTERED MANAGER ON ORGANISATIONS

95%



95% say that Chartered Manager demonstrates their use of managerial skills to achieve organisational results

81%



81% say that since becoming Chartered, they have used their managerial skills to lead people and manage change

78%



78% say that since becoming Chartered, they have had a positive impact on the wider team in their organisation (such as increased employee engagement)

## CONTACT US

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