



Chartered Manager

Degree Apprenticeship



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mmu.ac.uk/apprenticeships

Award-winning Degree Apprenticeships

Manchester Metropolitan University is one of the most popular universities in the UK, currently educating over 39,000 students. The University takes its responsibility for creating work-ready graduates very seriously and maintains close industry and business links.

Our Degree Apprenticeships are practice-focused. They equip our apprentices with the skills to ensure they are ready to take on the industrial challenges of tomorrow and make their mark. We develop our programmes in partnership with employers, to meet the needs of industry and individuals.

As pioneers of degree apprenticeships, we have become industry leaders, allowing us to build unrivalled partnerships with some of the UK's largest employers and innovative small and medium-sized enterprises (SMEs).

2,400
apprentices
on 18 programmes

**Top university
in the UK**
for degree apprenticeships

RateMyApprenticeship
Awards 2019, 2020, 2021, 2022

92%

merit or distinction
at EPA in 2022

110+

apprentices
recognised
at regional and
national awards

Winner
**University
of the Year**
at the Multicultural
Apprenticeship Awards 2022

540+
Employer
partners

★ **Rated** ★
'Outstanding'

by Ofsted 2018 and 2022

**Training Provider
of the Year**
North West Apprenticeship
Awards 2023

*HESA data 2020/21, includes students on distance learning and accredited courses at partner institutions

About the programme

This innovative route develops employees into management graduates with business management skills, knowledge and behaviours.

The qualification

The Apprenticeship includes the BA (Hons) Business Management Professional degree which was developed in collaboration with employers and the Chartered Management Institute (CMI). This supports apprentices to become critical, professional and capable management practitioners in a variety of roles, including:

- Manager;
- Head of Department;
- Operations Manager;
- and any other role with significant managerial responsibilities.

To develop managers capable of maximising their potential and making a rapid business impact, the programme takes a critical and in-depth analysis of the roles and responsibilities of modern managers.

A focused curriculum

The Apprenticeship centres on a curriculum focussed on improving organisational performance, enhancing interpersonal effectiveness and developing project and transferable skills. Apprentices' studies will draw on disciplines including: business planning strategy, creative thinking, accounting and finance, human resources, leadership, marketing and data analysis. The programme is designed to integrate the apprentices' learning with their own workplace, and whenever possible, management projects will be negotiated to include live, real-world business scenarios.

Chartered manager status

Chartered Manager status recognises the ability of an apprentice to make an impact as a professional manager. It is the highest status that can be achieved in the management profession and is recognised and valued across all sectors and industries. Upon completion of the programme apprentices will be eligible to apply to the CMI for this award.

Core skills, knowledge and behaviours

On successful completion of the BA (Hons) Business Management Professional, apprentices will be able to:

- Apply critical thinking to practical and theoretical problems in an organisational context;
- Communicate effectively using a range of media;
- Demonstrate ethical and sustainable awareness in an organisational context;
- Demonstrate professional and commercial awareness in an organisational context;
- Demonstrate subject-specific knowledge and skills in Business Management;
- Synthesise the development of academic and work-based skills and knowledge through a reflective and self-managed approach to personal development;

- Demonstrate personal and interpersonal competence required by employers in order to operate effectively in a management role within an organisation.

Apprentices will be able to demonstrate the following behaviour:

- Drive to achieve in all aspects of work;
- Demonstrate resilience and determination when managing difficult situations;
- Seek new opportunities underpinned by commercial acumen;
- Flexible to the needs of the organisation;
- Is creative, innovative and enterprising when seeking solutions to business needs;
- Positive and adaptable, responding well to feedback and need for change;
- Open to new ways of working and new management theories;
- Sets an example that is ethical and fair.



Success stories

At McDonald's we have had a long-term relationship working with Manchester Met for some time now and they've helped us develop our future leaders to great success.

At the moment we have over 150 managers on the programme, and they've had a massive impact on the business. Our apprentices work across a multi-function of different roles, helping support both our franchisees and our restaurant teams to grow.

Karen Elliott
Education, Learning and
Development Manager
McDonald's



I chose to do a degree when I was eighteen, but family circumstances at the time meant I had to come out of education and support my family, so I got a job working full-time at McDonald's. As I progressed through McDonald's I was given the opportunity to return to higher education, doing a degree apprenticeship at Manchester Met.

Topics like project management allowed me to take the academic theory and put it straight into practice in the workplace, and those kinds of learnings have stuck with me, and I've grown as a person as a result.



I've been promoted twice whilst doing my degree apprenticeship and it really is helping me rise through the socio-economic barrier. I would truly recommend a degree apprenticeship to somebody who wants to progress, stretch themselves and build their own personal brand.

Andrew Taylor
Chartered Manager degree apprentice
McDonald's

Creating a supportive environment

In order to create an environment where apprentices will be able to achieve successful outcomes, both academically and within their organisations, the University has put in place a wide range of support.

Apprentices

Dedicated skills coach

A dedicated Skills Coach will conduct termly reviews with the apprentice and workplace line manager, advise on University regulations and procedures, and provide pastoral support.

Functional skills

Provision of training in Functional Skills in English and Mathematics, if required.

Personal learning plan

Where additional learning support requirements are identified, they will be met through a Personal Learning Plan.

University services

Full access to University services – including disability services, wellbeing, the library, IT services and sports facilities.

Management teaching team

A dedicated teaching team who blend understanding of the latest business research and management models with examples of how they can be applied to the workplace. All of our staff have been business practitioners and many still provide consultancy services. Our staff are available face-to-face, via email, and by phone, so apprentices can contact them when they need to, wherever they are.

Online study environment

Study materials can be accessed 24/7 via our online study environment, Moodle. Our programme is designed to support learners who live and work outside of the North West. Moodle enables apprentices to access reading lists, download journal articles, contribute to online discussion groups, email tutors, listen to podcasts and submit assignments.

University library

The main University Library is located on the All Saints Campus and is open 24/7 during the academic year.

The Library provides access to a wide range of books, texts, journals, and business information and statistics. It also runs a number of workshops for mature students on study and research skills.

Many of the Library's resources are available online. For example, apprentices can search the library catalogue, renew and reserve books, and download journal articles and research information.

Employers, line managers and mentors

Apprenticeships team support

The Manchester Met Apprenticeships Team is available to support employers throughout the apprenticeships process, including:

- Holding meetings with staff and managers to understand operational challenges and training needs;
- A dedicated account manager, providing a single point of contact with the University;
- Working in partnership to tailor content and delivery;
- Sending regular reports of apprentice progress.

Progress reviews

Line managers and mentors are supported through regular progress reviews to set, monitor and evaluate objectives and targets.



Delivery and structure

Delivery

Apprentices study a core curriculum across four years, with 18 university days in year one. In years two, three and four apprentices have 12 days a year in university and attend additional online webinars. Teaching is delivered on-site at Manchester Met's £75 million, triple accredited Business School in the heart of Manchester, with efficient transport links across England. Delivery is through a combination of lectures, workshops, seminars and personal tutoring.

Customised delivery

Other tailored delivery options to meet your own business requirements are available subject to meeting a minimum enrolment threshold.

Assessment

Assessments have been designed to be an effective measure of an apprentice's progress and reflect their learning on each unit. There is a varied assessment pattern, which gives apprentices the opportunity to utilise technologies and channels of communication that could be used to effectively convey management information.

Reports

Typically, a 2,000 word assessment where an issue, scenario or problem is analysed using academic concepts. Reports include academic conclusions and recommend appropriate business change proposals.

Presentations

The apprentice will plan and deliver an individual presentation (typically 10 minutes) that uses academic concepts, models and frameworks.

Exhibition

Apprentices prepare and produce a poster presentation that they will exhibit at an event. They will have to defend their analysis of the business scenario from questions from attendees and academic assessors.

Essay

A piece of academic writing, typically 1,500 words, which uses academic theory and models to critique a business decision or process.

Podcast presentations

Apprentices will plan and produce a 10-minute podcast which explores an issue and introduces academic concepts. Production support is provided.

Portfolio and end-point assessment

Apprentices will construct an evidential record of professional development, demonstrating clear evidence of critical reflective practice, learning and action planning for future developments. The portfolio is supported by an online tool and is presented for assessment in the final year of the programme as well as being the major component for end-point assessment.

When I completed my A levels, university wasn't an option I considered. I was more interested in working full-time and earning a wage. My family always wanted me to explore a higher education route, and when I learned about degree apprenticeships, it seemed like the perfect solution.

My apprenticeship has been really useful as I've been able to enhance my skills around leadership and management and how to best deal with people and arising situations. This has been particularly useful to me as I've just started my management training at work, and the knowledge I've learnt at University I can apply into my work setting.



I think a degree apprenticeship is definitely the best option for me. I've been able to gain four years work experience, working my way up in the company, as well as gaining a degree qualification. The fact that my degree is paid for by my employer is an added bonus, and it helps me feel really valued by my company because they've invested time and money into my progression.

Ellen Harris

Chartered Manager degree apprentice
New World Trading Company

Programme content

The programme is delivered over four academic years, with three 30-credit units each year.



Work-based learning

Taught units are complemented by company-focused project units. Whenever practical, a University tutor will work with employers to develop projects for apprentices that examine and investigate real-world business challenges. These units rapidly allow apprentices to add value and bring their learning into a relevant workplace context.

Year 1

Managing customer and stakeholder relations

- How internal stakeholders shape a business;
- Managing customer relationships;
- Enhancing stakeholder relationships.

Dynamic business and digital context

- Markets, globalisation and technological development;
- Macroeconomic concepts, sustainability, social, cultural and ecological factors;
- Understanding, managing and mitigating global business environments.

Introduction to projects and portfolio

- Explore the role and impact of projects in the workplace and identify business needs and issues in preparation for managing a small project in year two. Begin to develop business portfolio of workplace evidence.

Year 2

Initial business project

- Propose, manage and deliver a small project in the workplace and evaluate any outcomes and challenges they encounter.

Operations and technology management

- Approaches to resource and supply-chain management;
- Workforce development, sustainability of strategy and plans, the role and management of risk, monitoring and evaluation;
- Lean thinking, design processes, quality assurance and the management of change.

Managing and leading people

- Management and leadership - striking the balance;
- Recruitment, management and development of people, using inclusive talent management;
- Legal requirements, health and safety, well-being, culture and diversity;
- Managing performance and leadership styles;
- Management communications.

Year 3

Sales and marketing

- Principles and strategies;
- Market research and consumer behaviour;
- Product testing and service design;
- Segmenting, targeting and developing customer relationships.

Finance and accounting for managers

- Interpreting financial statements and understanding strategies;
- Financial management, accounting and budgets, and financial reports;
- Budgetary control systems and sources of finance;
- The role of accounting in a commercial context/in business decision making.

Strategic management

- Study perspectives;
- Use of strategic management within an organisation;
- Looking at insights into systemic drivers, cultural settings and perceptions on organisational reality;
- Exploring the application of strategic tools within an organisation.

Year 4

Project development

- Adopt a consulting approach to identify a business need and design a significant project ready for implementation as part of their final year synoptic business project unit.

Sustainability and innovation

- Develop the ability to critically analyse sustainability challenges;
- Identify innovative solutions;
- Consider the opportunities for shared value creation.

Synoptic business project

- Deliver and evaluate a significant management project in their organisation, to be submitted as part of the end-point assessment.

Application information

This programme is designed with professionals in mind, and this is reflected in our entry requirements. All applicants need to be employed with a supporting organisation in order to be eligible.

We welcome applicants who meet the following criteria:

Entry requirements

Candidates should have a minimum of 104-112 UCAS points at A2 (grades BCC) or equivalent, e.g. BTEC DMM.

We will individually evaluate candidates who do not meet these requirements, but have workplace experience.

Level 2 English and maths requirements

It is a condition of apprenticeship funding, at any level, that all applicants are able to evidence GCSE English Language and Maths passes at grade A*-C/9-4 or commit to completing Functional Skills Level 2, in addition to the programme. If required, this is provided at no additional cost

Off-the-job training

Apprenticeship funding rules state that apprentices should spend at least 6 hours per week on developing relevant skills, knowledge and behaviours. This means that apprentices must undertake University tuition, online learning and assessments in combination with a range of other eligible activities undertaken in the workplace.

How to apply

Once an employer has confirmed that they will support their apprentice(s) on the programme, we will issue an application pack to interested applicants which includes the necessary forms and guidance.

The application form enables us to build up a picture of the candidate, their experience and the knowledge and skill areas they are looking to develop.

We recommend that a CV is included, with a complete work history, as part of the application and that the personal statement is used to highlight management strengths and work achievements.

Employer next steps

If you would like to discuss how this programme could work for your organisation, or if you have any further questions, please contact our dedicated Apprenticeships Team.

E: apprenticeships-employer@mmu.ac.uk

T: 0161 247 3720



I initially wanted to achieve a degree, but I knew the traditional route didn't suit me. I wanted to keep my job as I really enjoyed working at the Paragon Group. I went to a Manchester Met Open Evening and learnt about degree apprenticeships. They sounded like an exciting opportunity, so I asked my employer if they would support me, and they did.

The support I've received from University and my employer has been fantastic. My tutors and lecturers are great and are in contact on a regular basis. My manager and I have planned how I will get more exposure to the business as I progress through my apprenticeship.

Leah Hollins
Chartered Manager degree apprentice
Paragon Group

As a company we were happy to get involved and support Leah in her degree apprenticeship. By offering degree apprenticeships, our company is bringing a new dimension into the training and support we offer, and we see it as a win-win for both employer and employee.

Leah came into the company as a shy sixteen-year-old and has already gained so much confidence. As our company is expanding, buying more sites and with lots of new and exciting developments in the pipeline, this will open further opportunities for Leah to get more involved across the business.

Richard Colclough
Managing Director
Paragon Group

Get in touch

Our growing portfolio of undergraduate and postgraduate apprenticeships include programmes in the following areas:

- digital and technology
- digital marketing, creative design and UX
- health and social care
- leadership, management and HR
- retail

If you think one of our programmes could work for your organisation, please get in touch. We will be happy to provide further information and guide you through the next steps.

Contact us:

Apprenticeships team

E: apprenticeships-employer@mmu.ac.uk

T: 0161 247 3720

W: mmu.ac.uk/apprenticeships

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