



**Programme Handbook
Chartered Manager Degree
Apprenticeship: BA (Hons)
Business and Management**

October 2023

For learners commencing from October 2023

Introduction to the Chartered Manager Degree Apprenticeship

Welcome to the Chartered Manager Degree Apprenticeship (CMDA), BA (Hons) Business and Management programme. This programme will allow you to develop your existing understanding of management and organisations, whilst learning about current thinking and practice across a wide range of interconnected management disciplines. This will enable you to critically reflect on and apply management theory in practice, adapt to new scenarios and implement effective solutions in the workplace.

We deliver the programme via distance learning, through a combination of:

- Live online seminars, masterclasses and workshops.
- Guided group and project-based work.
- Research tasks.
- Discussion forums and live chats.
- Coaching.

Upon successful completion of the programme, you will graduate with the Chartered Manager Degree Apprenticeship award and a BA (Hons) in Business and Management.

Your Programme Team

Academic Tutors

Each academic module has a dedicated academic tutor. Academic tutors are approved subject specialists. They support learners via online group academic workshops, masterclasses and online one-to-one support and feedback. The academic tutor also sets activities to be completed at the end of each masterclass to capture the learning that has taken place as well marking summative assessments for each module.

Coaches

Coaching is a key feature of the apprenticeship experience. We will partner you with a Coach at the start of your studies, to support you throughout your programme. You will meet your Coach regularly to review your progress, discuss your individual learning plan and to discuss any pastoral support you may need. Your Coach will also help you to build your e-portfolio, which provides evidence of your achievement of the Knowledge, Skills and Behaviour towards the apprenticeship.

Programme Overview, Aims and Learning Outcomes

Programme Overview and Aims

Our CMDA programme is designed to stretch participants and provide the skills to apply management theory in practice, adapt to new scenarios and implement effective solutions.

The programme aims to provide a unique, inter-disciplinary and integrative educational programme for individuals seeking to develop and consolidate their managerial achievements to become more effective managers, while delivering a professional pathway to Chartered Manager status.

In particular, the purpose of the programme is to provide apprentices with:

- The opportunity to demonstrate competence and professional growth, benchmarked against the Knowledge, Skills and Behaviours from the Chartered Manager Degree Apprenticeship Standard.

- A sound platform from which to successfully progress to Apprenticeship End Point Assessment.
- A detailed understanding of and responsiveness to change, considering the future of the business environments in which they operate.
- The essential employability skills and tools to be effective ethical practitioners in a business environment.
- The opportunity to create and take ownership of a detailed work-based project, relating to a management issue.
- Those entrepreneurial skills which best support the growth of enterprise and the creation of new businesses.
- A stimulating and flexible online learning environment, which is based upon the values of openness, ownership, and professional development.

Apprenticeship Standard and Knowledge, Skills and Behaviour

This programme is aligned to the Chartered Manager Degree Apprenticeship standard: [Chartered manager \(degree\) / Institute for Apprenticeships and Technical Education](#). This specifies the Knowledge, Skills and Behaviours that you must evidence to successfully complete your apprenticeship.

The Chartered Manager apprenticeship award will provide professional recognition of your ability to deliver impact and behave ethically, and your commitment to continual learning and development. As a Chartered Manager, you will be able to take responsibility for people, projects, operations and/or services to deliver long term organisational success.

Degree Learning Outcomes

The apprenticeship includes an integrated degree award in BA (Hons) Business and Management. At the end of the programme, you will have achieved the following degree programme learning outcomes:

1. Identify the key skills, technologies and competencies required to lead and manage in the contemporary organisational environment.
2. Identify and evaluate the contributions of the key business functions.
3. Develop a critical understanding of the role and purpose of organisations and how they relate and interact with the wider environment.
4. Identify and take ownership of relevant and robust business solutions to meet the challenges presented by the contemporary business environments.
5. Apply and evaluate academic theories to a range of business contexts, challenges, and situations.
6. Develop a set of generic “life” skills including, self-awareness and management, research, argumentation, numeracy, critical thinking, and analytical ability.
7. Understand and evaluate the importance of corporate social responsibility, global citizenship, and risk management in contemporary business management.
8. Develop personal, leadership, and team working skills that enhance effectiveness of management practices.
9. Work independently and demonstrate a high level of autonomy for own learning and personal development.
10. Reflect upon own working practice, identifying areas for self development.

Programme Structure

In levels 4 and 5, you will study one 20-credit module in each study block, in addition to and alongside a 40-credit professional practice module over three study blocks. In level 6, you will study one 20-credit module in each study block, in addition to and alongside a 40-credit work-based project spanning the full year. See Figure 1 below.

CMDA - Full Programme: 36 Months + EPA													
Level 4	Level 4: 12 months												120 Credits
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	
	M2: Contemporary Business Environment 20 Credits			M3: Marketing Dynamics 20 Credits			M4: People Management 20 Credits			M5: Financial Practice for Managers 20 Credits			
M1: Principles of Professional Practice													
Level 5	Level 5: 12 months												120 Credits
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	
	M2: Resourcing and Talent Management 20 Credits			M3: Consumer Insights 20 Credits			M4: Digital and Social Media Marketing 20 Credits			M5: Digital Technology and Innovation 20 Credits			
M1: Advanced Professional Practice													
Level 6	Level 6: 12 months												120 Credits
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	
	M2: Project Management 20 Credits			M3: International Business Management 20 Credits			M4: Entrepreneurship and Innovation 20 Credits			M5: Future Leaders and Talent Management 20 Credits			
M1: Management Project 40 Credits													
EPA	EPA: 3 months												
	Nov	Dec	Jan	Up to 3 months									

Figure 1: CMDA Programme Delivery Model

Modules

Level 4 Modules			
Contemporary Business Environment	BUS4010APP	20 credits	
Marketing Dynamics	BUS4011APP	20 credits	
Financial Practice for Managers	BUS4019APP	20 credits	
People Management	BUS4014APP	20 credits	
Principles of Professional Practice	BUS4020APP	40 credits	
Level 5 Modules			
Digital Technology and Innovation	BUS5027APP	20 credits	
Digital and Social Media Marketing	BUS5023APP	20 credits	
Consumer Insights	BUS5020APP	20 credits	
Resourcing and Talent Management	BUS5018APP	20 credits	
Advanced Professional Practice	BUS5028APP	40 credits	
Level 6 Modules			
Project Management	BUS6018APP	20 credits	
International Business Management	BUS6009APP	20 credits	
Entrepreneurship and Innovation	BUS6011APP	20 credits	
Future Leaders and Talent Management	BUS6013APP	20 credits	
Management Project	BUS6023APP	40 credits	

Professional Practice Modules

The professional practice modules (Principle of Professional Practice & Advanced Professional Practice) support the achievement of the Knowledge, Skills and Behaviours for this apprenticeship standard. As these modules are fundamental to the completion of the apprenticeship award, they must be passed with a mark of at least 40% to continue on the programme and to achieve the apprenticeship award. These modules are not subject to the compensation rules set out in the Arden Regulatory Framework (see: [Arden University | Regulatory Framework](#)).

The professional practice modules in Levels 4 and 5 run over three study blocks to allow you to build up the required evidence for your portfolio and reflective statement. You will submit the assessments on each module at the end of the study period (in the third and final block). Your coach will regularly review your portfolio with you throughout the life of each module, to support you with your progress and provide formative feedback about the evidence you are collecting.

Assessment Strategy

In line with the apprenticeship standard, the assessment strategy has a strong alignment with real world organisational and business practice.

You will complete a range of assessments, including work-related projects, presentations, portfolios, reflections and report writing. You will apply the knowledge and theory explored in the modules and produce assessments that focus on real business situations in your organisation. The assessments will also help you to build evidence of the apprenticeship knowledge, skills and behaviours within the BUD e-portfolio system.

Gateway

After you have finished the required pre-Gateway activities, we will hold a meeting with you and your line manager to confirm you have achieved:

1. The required Knowledge, Skills and Behaviours of the apprenticeship standard.
2. The occupational competency expected from the programme outcomes.
3. The learning outcomes for both the apprenticeship and the degree.

All parties must agree before you may proceed through the Gateway towards End Point Assessment. If you need any reasonable adjustments for EPA, we will notify the End Point Assessment Organisation (EPAO) at this stage, so that they can put a support plan in place.

<i>Programme</i>	<i>Gateway requirement</i>
Chartered Manager Degree Apprenticeship	<ul style="list-style-type: none">• Achieve English and maths Level 2• Achieve degree• Submit a portfolio of evidence• Completed work-based project

End Point Assessment

End Point Assessment (EPA) is the final stage towards completing your apprenticeship. You will be independently assessed by End Point Assessment Organisation (EPAO) that regulates the Apprenticeship Standard that you are studying.

<i>Programme</i>	<i>EPA method (stage) 1</i>	<i>EPA method (stage) 2</i>
Chartered Manager Degree Apprenticeship	<ul style="list-style-type: none"> Paper review of Portfolio and work-based project 	Live Assessment Day with a panel: <ul style="list-style-type: none"> Project Presentation (15 mins) Project Q & A (15 mins) Competency-based interview (45 mins)

The Chartered Management Institute (CMI) is the recommended EPAO for the CMDA. The EPAO will contact you and your line manager to arrange a call to discuss the schedule, date and arrangements for your EPA.

During the final months of your apprenticeship, your Coach will ensure that you and your line manager are fully prepared for the EPA.

On successful completion of the EPA, the EPAO will award you an apprenticeship grading and you will receive your apprenticeship completion certificate.

Professional Accreditation

This course is accredited by the Chartered Management Institute (CMI). The Institute aims to boost career development across the management sector and connect you with like-minded professionals across diverse sectors.

As the CMI possesses a Royal Charter, they are the only organisation in the UK that can award Chartered Manager status to their members – the gold standard in management. They are also active in business policy making across the globe and ensure that their more than 140,000 members are represented in policy decision making.

As an apprentice studying with Arden University, you'll have free CMI Membership throughout your studies, giving you access to a range of additional resources including a mentoring service and invitations to networking events both online and offline.

Upon completion of your course, you will be eligible to gain a CMI qualification, which is offered at 3 different levels: an Award, Certificate or a Diploma. The final award you receive upon completion of your degree will depend on your level and length of study, whether you entered your course with Recognition for Prior Learning (RPL) or if you accept any compensation on your modules.

Successful completion of the End Point Assessment will mean you achieve Chartered Manager Status with the Chartered Management Institute: [Chartered Manager | Membership - CMI \(managers.org.uk\)](https://www.cmi.org.uk/chartered-manager-membership).

Safeguarding

You can find full details of our safeguarding arrangements in the apprentice handbook and on our website: [Safeguarding - Home \(sharepoint.com\)](https://sharepoint.com/Safeguarding-Home).

Programme Evaluation

You can find full details of our programme evaluation and student voice mechanisms in the apprentice handbook.

Further Reading

- Programme Specification homepage: <https://arden.ac.uk/about-us/our-policies-standards>