



Level 6 Chartered Manager Degree Apprenticeship

BA (HONS) BUSINESS AND
MANAGEMENT (CMI)



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UNDERGRADUATE

BLENDED

ONLINE

Aimed at first time managers and those existing managers who have workplace experience but limited formal training. Our Level 6 Chartered Manager Degree Apprenticeship (CMI) helps build all the skills required to be a successful manager.

As they achieve their business management degree, apprentices will be provided with knowledge of key and cross-functional business and management disciplines while they continue to work in their current role.

Studying for a degree alongside work-based learning, apprentices will continually apply their knowledge directly to their organisation. Whether it's developing personal and management skills or the ability to understand people within organisations, this chartered management apprenticeship means individuals will graduate with an accredited degree and work-based learning experience.

Chartered Management Institute (CMI) accreditation

Upon completion of this degree apprenticeship, learners will achieve a Level 5 Diploma in Management and Leadership and gain Chartered Manager status from the CMI.

CMI promotes excellence in UK management and leadership, and learners will have free CMI membership throughout their studies. This includes access to a range of resources including a large online library, the CMI mentoring service and UK networking events.

Gaining CMI status opens new doors for professionals in the field and can fast-track their career development and progression, while also evidencing the level of professional management skills in your organisation.



Key facts

Duration: 3 years plus EPA to complete

Delivery mode: Each quarter, our blended delivery model consists of:

- Flexible online learning
- Scheduled virtual teaching sessions
- Regular virtual 1-2-1 Coaching
- Quarterly virtual progress review
- Optional academicskills support session

Cost:

- Levy Payers: Zero. The full cost of the £22,000 apprenticeship is covered by your levy
- Non-Levy Payers: £1,100 plus government co-investment

Qualifications:

- Level 6 Chartered Manager Apprenticeship Qualification
- BA (Hons) Business and Management
- CMI Level 5 Diploma in Management and Leadership

Entry requirements

Learners enrolling on this degree apprenticeship must meet the following criteria:

- Be in employment in a job with responsibilities aligned with the apprenticeship standard
- Have evidence of funding eligibility from their employer
- Have two subjects at GCE A-level or equivalent, plus three GCSEs at grade A*-C /9-4; OR a completed recognised Access Programme or equivalent
- Have proficiency in the English language if any prior learning has not previously been taught in English (IELTS6.0 / TOEFL iBT 80 or equivalent)
- Be a UK/EU/EAA resident for at least three years prior to starting the apprenticeship

Year 2 Entry

Learners for direct entry to Year 2, must evidence prior qualification in L5 Operations or Departmental Manager Apprenticeship

English and Maths Requirements for Apprentices

To help you succeed in your apprenticeship, it's important you have the right level of English and maths. Here's what you need to know:

If you're aged 16 to 18 and don't already have, or cannot provide evidence of, a Level 2 qualification (GCSE or equivalent) in English and/or maths, you'll be required to study these subjects as part of your apprenticeship. This is a mandatory part of your training.

If you're 19 or older and don't already have, or cannot provide evidence of, a Level 2 qualification in English and/or maths, your employer will decide whether you need to take standalone qualifications during your apprenticeship. This offers more flexibility based on your role and development needs.

Important:

We will need either evidence of your English and maths qualifications or written confirmation from your employer that these qualifications are not required.

These changes reflect the updated apprenticeship funding rules for 2025–2026.

Level 4

Principles of Professional Practice (40 credits)

This module provides an opportunity for apprentices to analyse and reflect upon their professional skills and encourages the development of transferable skills relevant to the attainment of their goals. Apprentices will be required to assess their existing skills using appropriate models and techniques in order to enhance their current performance, in addition to developing skills for future personal and career development. The emphasis is on both the apprentices' individual needs and how these make an effective contribution to teamwork management and the demands of the workplace.

Contemporary Business Environment (20 credits)

This module will draw upon a range of business disciplines including economics, consumer trends, geo-politics, HRM practices, marketing, finance, and strategy to explore the contemporary business environment. The module will explore key concepts of business and management, key business functions, the relationships between these and their application in the contemporary business world. The role of digitisation will be examined and its impact on business operations and strategies will be discussed, drawing attention to working in a post-Covid world.

Marketing Dynamics (20 credits)

Businesses value marketing more than ever due to its ability to identify commercial opportunities, shape experiences and drive profits. Too often marketing is a byword for advertising but as technologies emerge and the focus on globalisation and digitalisation grow, it is vital that business apprentices appreciate the role of marketing. In this module apprentices will be introduced to the various concepts and frameworks that underpin effective marketing practice, planning and strategies. They will study economic principles, the external environment, segmentation and positioning as well as the marketing mix. This will be contextualised within the evolving area of digital marketing and its transformative potential for marketing practice.

People Management (20 credits)

It is often said that people are an organisation's greatest asset and yet to be effective staff require a culture that fits with their values, an organisation that empowers them through tools, resources and processes to deliver their most effective work. People management is the art of organising employees and teams to reach optimum performance. It is a set of practices that encompass what is known as the employee lifecycle. This includes reference to talent acquisition, induction and onboarding, talent development, performance management, well-being, the employee experience and offboarding.

Financial Practice for Managers (20 credits)

Managers need to be equipped with a fundamental knowledge of business finance and accounting in order to optimise managerial decision-making. This module will introduce apprentices to a range of business finance, management accounting and financial accounting techniques. The module will also provide opportunities to analyse and interpret accounting and financial information and reports.



Level 5

Advanced Professional Practice (40 credits)

This module introduces the concept of systematic and critical reflection. Apprentices will explore their role in the workplace by reflecting on specific significant instances that provide opportunities for learning what, when, and why things need to be done and how they affect various stakeholders. Apprentices will learn about models of reflective practice and use some of these models to critically reflect upon significant incidents of management practices.

Resourcing and Talent Management (20 credits)

The world of work is changing rapidly in response to Industry 4.0 and the growing trends towards automation and data exchange. This, coupled with an increasingly complex and competitive global marketplace, provides both opportunities and challenges for people professionals and managers alike. This module will explore resourcing and talent management in relation to organisational, environmental and societal drivers and how they influence policy and practice. A range of approaches to resourcing and talent management at operational and strategic levels will be explored along with their impact in different organisational and cultural contexts. The professional and ethical aspects of the various approaches will be evaluated in relation to stakeholders in varying sectors and different country contexts.

Consumer Insights (20 credits)

Attracting, retaining, and cultivating a customer base is a key component in any successful marketing strategy. This module will critically examine contemporary consumer theories and practices that will equip students to develop a critical understanding of consumer needs, experiences and behaviours, and expectations. Students will be given the opportunity to apply and evaluate various consumer focused marketing metrics and other analytical tools to appreciate how insights shape marketing decision-making.

Digital and Social Media Marketing (20 credits)

Digital marketing channels have revolutionised the manner in which all businesses, whether domestic or global, large conglomerates or small independent enterprises, operate and market their business activities. An ever-increasing number of organisations are embracing the likes of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Tiktok, to name but a few, in order to enhance and support their core marketing communications objectives. Accordingly, digital marketing has evolved from a peripheral element of organisational marketing to one which is the hub of customer-centric communications in an increasing multi-channel environment.

Digital Technology and Innovation (20 credits)

The current business environment is experiencing unprecedented levels of disruption, innovation, and transformation. Digital technologies are proliferating throughout business practices at an ever increasing rate. The speed of technological advancement in the broad fields of software, AI and automation far outstrips the development of skills and practices to effectively implement them in a way that adds value to the business. The skills of identifying gaps in practice, identifying appropriate solutions and integrating them to harness their full potential are becoming increasingly critical in business success.



Level 6

Management Project (40 credits)

The central aim of the module is to enable apprentices to research and implement a real world intervention that their organisation could adopt to enhance organisational performance. The project enables the application of knowledge, skills and behaviours to meet the outcomes in the apprenticeship standard, leading to a completed work product which can be presented to senior managers. The management project is an essential part of the process of achieving the apprenticeship and it provides apprentices with the opportunity to work 'independently' to develop their ability to make critical and evaluative judgements.

Project Management (20 credits)

This module enables apprentices to develop a critical understanding of a range of theories and concepts of project management, including traditional approaches and Agile methodology.

It is intended to give apprentices an introductory understanding of the most important concepts and frameworks in the discipline of project management. Apprentices will explore the project life cycle, and review and evaluate the tools and techniques that are used for project success. A pan sector approach to project management will be used to develop a practical understanding of the principles and processes.

International Business Management (20 credits)

The emergence of the “information and digital age” is rapidly changing the face of international business activities. Some scholars call the transitional phase the “third industrial revolution”, while others call it the “fourth industrial revolution”, “Industry 4.0”, or “digitalisation”, or “new economy”. There is a broad consensus on the disruptive nature of the ongoing transformation. Compared with the beginning of the 21st century, the rapid globalisation of the digital age has spread to almost every corner of the world, which has increased competition and regulatory scrutiny. The strategies adopted by leading companies largely influence the positive and negative effects of digitalisation. The key feature of these companies is their transnational nature. Therefore, the interaction between the form of digitalisation and the strategies of multinational corporations has become an important research field within a business.

Entrepreneurship and Innovation (20 credits)

In this module apprentices will critically examine the key ingredients of successful enterprises, entrepreneurship, creativity and innovations. apprentices will critically apply a range of theories as they explore these concepts including, discovery theory, creative theory, complexity theory, innovation diffusion, entrepreneur typologies and life cycle theories. Extensive use of the case study technique will be used, and apprentices will be invited to develop their diagnostic, creative and applied thinking skills.

Future Leaders and Talent Management (20 credits)

Building competitive advantage through people is vital to business success but this requires careful planning and effective leadership and management. In building the workforce of the future organisations need to consider both people supply and demand, the talent and skills that already exist in the organisation and the people required to deliver the new strategy. The search for talent is one of the greatest challenges facing organisations today and strong leadership skills are going to be even more important going forward. Resourcing and developing future leaders so that they are able to lead a committed and engaged workforce has never been so important.





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