



University of
CUMBRIA

SHAPE THE FUTURE OF MANAGEMENT

CHARTERED
MANAGER DEGREE
APPRENTICESHIP
(VISITOR ECONOMY
PATHWAY)

CHARTERED MANAGER DEGREE APPRENTICESHIP (VISITOR ECONOMY PATHWAY)

The University of Cumbria is the leading provider of management training for the visitor economy sector utilising the apprenticeship model and has been successfully developing aspiring and upcoming managers in the hospitality industry through the Chartered Manager Degree Apprenticeship programme for five years. Designed in conjunction with a wide range of employers, this is the only sector specific degree apprenticeship programme in the country.

Successful visitor economy businesses are those with excellent leadership and management teams. The Cumbria Local Enterprise Partnership recognise that apprenticeships are a key vehicle through which employers can recruit, train and develop their staff.

Our programme helps learners develop their management expertise needed to meet the needs of modern hospitality businesses by combining academic knowledge, contemporary sector understanding, and applying these skills contextualised in the workplace.

Course overview

The University of Cumbria's Chartered Manager Degree Apprenticeship (visitor economy pathway) has been 'designed by industry for industry', with learning outcomes carefully aligned to meet the current and future challenges for business success, whilst providing a rich and relevant context for learners.

The programme is mapped against the Chartered Manager Degree Apprenticeship standard to provide apprentices with a detailed understanding of more established management skills in organisational performance, interpersonal excellence, and personal effectiveness. Meeting these standards provides the opportunity to apply for professional status as a manager with either the Chartered Management Institute (CMI) or the Institute for Leadership and Management (ILM).

PROGRAMME DESIGN

	MODULE TITLE	AIMS OF MODULE
Academic Level 4	Business Operations	To introduce business and management theory in terms of its potential use and application within the dynamics of the contemporary business environment.
	Managing Workplace Relationships	To explore the types and purposes of a range of workplace relationships and the skills required to overcome challenges and manage these effectively.
	Creativity and Innovation	Introduction to the main principles and concepts associated with creativity and innovation and consider the factors that can impact on developing new ideas within the business.
	Business Analytics	To understand the purpose and practices of collecting, interpreting, managing and presenting business data and information to inform on decision making.
	Business Finance	To understand the financial tools associated with the successful management of business at both a strategic and operational level.
	Work Based Learning 1	To provide learners the opportunity to reflect on the academic learning, personal development and application of skills in work, developing your management capability.
Academic Level 5	Project Planning	To help analyse the constraints of time, quality, cost and the consumer on the development of a new project within a business, using a range of concepts, tools and frameworks specific to project planning and management.
	PR & Sales	To develop an understanding of CRM, sales analytics, developing a PR campaign, the use of social media as a tool, as well as technology enabled selling that creates value in the mind of the consumer.
	Organisational Behaviour	To explore and evaluate the impact of an organisation's structure, culture, behaviour and governance on management and leadership and organisational success.
	Inclusion and Business Dynamics	To explore the move from current business contexts and practices, previously based on management and marketing principles, economic growth and profiteering to those holistically inclusive of ecological, eco-environment and humanistic principles.
	Work Based Learning 2	To provide learners the opportunity to reflect on their second year of academic learning, personal development, and application of skills at work and consider the impact of your learning on the business to date.
	Optional Module 1	Complete a module in either Business Case Development, Hotel Management or Event Site Design & Safety Management.
Academic Level 6	Future Strategic Thinking	To provide a contemporary view on strategic thinking and management and to consider the immediate and future opportunities and challenges for businesses operating in a range of contexts.
	Digital Marketing	To consider a range of digital channels and their suitability for inclusion in an effective integrated online and off-line marketing programme and campaign.
	Responsible Leadership	To develop an understanding of responsible and ethical leadership by examining leadership models and the concept of coaching, motivation and empowerment, drawing on a range of techniques and methods for effectively leading others.
	Synoptic Business Project	This double weighted module synthesises the knowledge, skills and behaviours developed during the course, providing the opportunity to undertake a substantive project that focuses on the exploration and resolution of a workplace change issue.
	Optional Module 2	To complete a module in either Sustainable Hotel Management or Business Continuity & Risk Management.
End Point Assessment	All apprentices must complete an independent end point assessment with either the CMI or ILM. EPA includes presenting your synoptic business project, with questioning, plus a paper review of your professional portfolio with panel interview to clarify and assess behaviours and skill competencies in more depth.	



Approach to Delivery

Learning will be delivered through a blended approach combining online synchronous and asynchronous learning, and live online learning across two academic semesters (Sep-Dec and Jan-Apr), with learners supported to develop learning in the workplace via supervision and personal tutoring. The combination of teaching and real-world experience helps to produce apprentices who can have a positive impact on business performance and demonstrate successful outcomes against the knowledge, skills and behaviours defined by the professional apprenticeship standard.

Assessment

We have a wide range of formative and summative assessment methods to accommodate individual preferences and strengths.

Assessment methods include formal written reports, portfolio work, presentations, and feasibility studies, culminating in a synoptic business report for End Point Assessment.

All assessments can be applied to the context of your business, providing opportunities for engagement with industry partners and enhanced employability in terms of developing your key skills and knowledge. Your experience and the research conducted as part of your programme feeds into the academic debates and discussions ensuring the currency of debate and in class discussion. For those in front of house, housekeeping, culinary or restaurant roles, additional City & Guilds digital credentials can be offered.

End Point Assessment

End Point Assessment (EPA) centres around completion of a final synoptic work-based project, which is marked against the competencies in the occupational standard. Apprentices are then asked to present this with questioning to a panel interview, to clarify the application of skills and evidence professional behaviours. The panel will also review the apprentices work-based portfolio and explore in more depth the evidence to test application of knowledge, skills, and behaviours.

Entry criteria

The University of Cumbria's normal requirements for entry to the academic programme are that apprentices should have 96 UCAS points plus Maths and English at GCSE C/4 or above.

Normally, entry to the course requires evidence of successful study at Level 3, A-Level, T-Level or equivalent. English and Maths Level 2 (GCSE) grade 4 or higher is required at entry.

Other relevant qualification or prior experience will be considered.





Who is the apprenticeship for?

This programme is suitable for anyone currently working as a graduate trainee, supervisor or other junior level management position within a business.

What is the role of employers?

The employer is responsible for providing the apprentice with the opportunity to develop the knowledge, skills and behaviours (KSBs) from the standard in the workplace. The taught content provides most of the knowledge, together with opportunities for discussion with tutors and the basis of portfolio building.

However, it is the workplace learning that provides the opportunity to build and evidence the KSBs. Consequently, the employer must ensure that the apprentice has sufficient off the job time in the workplace, as well as placement opportunities to allow the learner to develop and evidence the KSBs across all areas of the standard.

Apprentices will need to have an appointed mentor in the workplace who guides them in development of the knowledge, skills and behaviours, ensures they have the opportunity to progress, and who will participate in regular review meetings with the apprentice and our apprentice tutor. The employer is responsible for the Gateway assessment, determining whether the apprentice is ready to progress to End Point Assessment.



Why the University of Cumbria?

The University is one of the leading providers of degree apprenticeships, with over 2,200 learners sponsored by 340 employers throughout England. Our expert academic teams are supported by a dedicated professional support team and the latest learning and apprenticeship management software.

Find out more

To discuss your training needs and how to sponsor learners on the apprenticeship, request a call from our business team

Email: apprenticeships@cumbria.ac.uk

Visit: cumbria.ac.uk/apprenticeships

Call: 01228 888726



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