



Pearson  
College  
London



More people  
More active  
More often

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**BA Business Management  
Degree Apprenticeships**

# INTRODUCTION

ukactive in collaboration with Pearson Business School are pleased to offer a Chartered Manager Degree Apprenticeship designed for the physical activity sector.

Through study on our Management Degree Apprenticeship programme, your employees will have the chance to learn and develop knowledge and skills essential for effective managers.

The best part: if you are a levy payer all training costs are already funded through your levy contributions.

This document provides information on the level 6 Chartered Manager Degree Apprenticeship (CMDA) delivered by ukactive and Pearson Business School.

The Chartered Manager Degree Apprenticeship can serve as an effective way to both develop and retain key performers within your organisation.

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# THE PROGRAMME STRUCTURE

The below table is a model structure of what your CMDA programme could look like.

Year	Term	Level	Modules delivered
Year 1	1	4	Principles of Business: Stages 1 and 2 (30 credits of 60 credits) Self Managed Learning (30 credits)
	2	4	Principles of Business: Stages 3 and 4 (30 credits of 60 credits) Introduction to Research (30 credits)
Year 2	1	5	Introduction to Contract Law (15 credits) Consultancy Project (30 credits)
	2	5	Operations and Project Management (15 credits) People Management and Leadership (15 credits) Strategic Marketing (15 credits)
	3		Self Managed Learning (30 credits)
Year 3	1	6	Strategic Management (15 credits) Strategic Innovation Management (15 credits) Self Managed Learning (30 credits)
	2	6	Level 6 elective 1 (15 credits) Level 6 elective 2 (15 credits) Final Project (30 credits)
	3	N/A	End Point Assessment preparation End Point Assessment

The modules are taught through a combination of:

- Interactive workshops which include case studies, discussion and group work;
- Feedback clinics to help learners prepare for assessments, clarify understanding and receive formative feedback;
- Industry events linked to the module subject, which are led by industry professionals.

# WHAT IS A DEGREE APPRENTICESHIP?

**Degree Apprenticeships are an innovative new qualification** that bring together the best of higher education and real world experience. An “apprenticeship” has a simple definition – it’s training with a job attached to it. Degree level apprenticeships provide a chance to spread the benefits of this work-based training throughout an organisation. Our students will split their time between university study and the workplace and will be employed throughout – gaining a full bachelor’s degree without any debt or fees, whilst earning a salary and getting real on-the-job experience in the workplace.

**The Chartered Manager Degree Apprenticeship (CMDA)** is specifically developed to help train key members of your team taking responsibility for people, projects, operations and/or services to deliver long term organisational success, with the expectation that they will deliver impact, behave ethically and demonstrate their commitment to continual learning and development.

This is a qualification widely used across multiple sectors to deliver business ready graduates who are able to drive the growth of your organisation. The CMDA programme has already been implemented by L’Oréal, BBC, IBM, Unilever, WPP’s Ogilvy, Direct Line Group, and Tesco, to name just a few organisations.

## **Employer and sector-focused design of the programme**

The programme is tailored specifically to the bespoke knowledge and skills needs of businesses within the physical activity sector. When designing this programme, Pearson Business School and ukactive work closely with the employer to identify the job roles and agree the structure of the programme. Pearson Business School’s academic team works with line managers to identify potential workplace projects that add value to their teams whilst also meeting the academic requirements of the degree.

## **Qualifications**

Successful completion of the programme results in:

1. Completion of an industry specialised BA (Hons) Business and Management, awarded by Pearson Business School and the University of Kent;
2. Eligibility to apply for the Chartered Management Institute (CMI) level 5 Diploma in Management and Leadership;
3. Preparation for a higher-level management role within the business

## **Duration of Programme**

The programme is completed in 3 years with 20% of the participant’s work time commitment to off the job training, which includes around 20 days of classroom-based learning each year.



### **Scheduling**

Apprentices must be released by their employer from 20% of their working hours, in order to participate in off-the-job training. This training will be divided between teaching sessions and independent learning. To comply with the 20% off the job training requirement, an equivalent of 47 days per year is dedicated to learning. Pearson Business School training ensures that apprentices on this programme meet this requirement.

### **Location**

The programme is based on a one day release each week during term time, when apprentices are taught face-to-face at Pearson's state-of-the-art campus in Central London, featuring 12 large classrooms, and professional student study areas.

The programme will involve extensive use of the online classroom to facilitate a blended delivery model.

Tuition may also be delivered using facilities at Pearson's Manchester campus, or in a suitable location at an employer's premises.

### **Support**

All apprentices have access to 'personal training' – tutors who are there to provide support and mentor in completing their Individual Learning Plan (ILP) and portfolio development.

Employer organisations also have a dedicated Pearson Business School Programme Leader to liaise with their line managers and staff regarding the apprenticeship including attendance, performance, and regular work-based mentoring meetings.

Additionally, there is an ongoing feedback mechanism where apprentices can raise any issues with a (typically) 24 hour response.



# WHY CHOOSE THE UKACTIVE APPRENTICESHIP PROGRAMME

## Recognition of Excellence

ukactive is a leading non-profit organisation with an uncompromising vision to get more people, more active, more often. Through campaigning, providing world-class services to members and facilitating big impact partnerships, ukactive is at the forefront of the UK's physical activity sector.

## Experience and Trust

ukactive delivers outstanding learning and development programmes such as Future Leaders and Global Leaders in partnership with IESE Business School in Barcelona. These courses are designed to propel talented individuals to the heights of their career within the physical activity sector.

Pearson Business School has designed and delivered many innovative CMDA schemes in partnership with organisations such as L'Oréal, BBC, IBM, Unilever, WPP's Ogilvy, Direct Line Group, and Tesco. Pearson Business School can provide successful case studies and employer and apprentice advocates to attest to their quality.

## Powered by Industry

We engage with employers at every stage of the learning. ukactive has used the feedback of HR Directors, L&D Directors and CEOs from major organisations to help tailor the programme to specific needs. This programme can incorporate the conversion of existing employees and/or new hires. ukactive has a dedicated Pearson Business School Programme Leader to liaise with line managers and staff regarding the learner.

## Flexible degree study based on the workplace

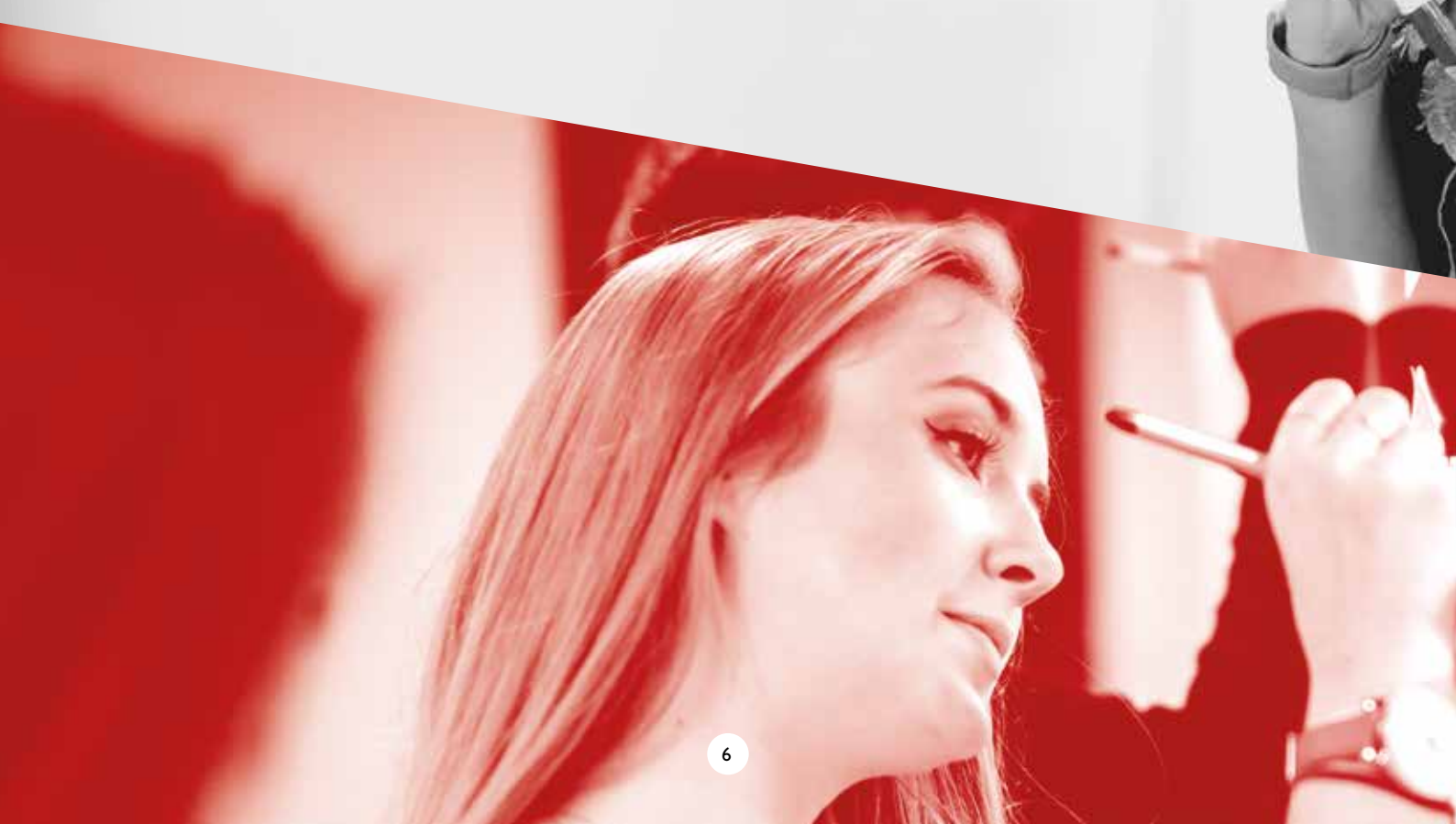
A unique feature of our programme is that up to 50% of the course can be based on workplace activities through employer-designed, work-based projects.

## Apprentice Support

All apprentices have access to personal tutors who provide mentoring in their Individual Learning Plan (ILP) and portfolio development, and preparing for the end-point assessment (EPA). This is a formal mentoring programme, so experienced sector leaders will provide mentoring at every stage of learning.

## Expert tuition by Industry Professionals

The programme is designed and taught by industry professional academics with strong backgrounds in real business – meaning that they can bring the programme 'to life' and bridge the gap between the workplace and the classroom.





# RECRUITMENT, FINANCIALS AND THE NEXT STEPS

## The screening process

Candidates are sourced from a diverse range of backgrounds. All programme applicants are subject to a screening process which will involve a combination of online tests (such as the Core Abilities and Watson Glaser tests) and assessment day exercises (including group exercises and interviews).

## Role profiles

Pearson Business School draws on extensive experience of working with employers to advise on the appropriate organisational roles for this programme.

## Progression

Once the programme has been completed there are a number of further apprenticeship training opportunities available, such as developing strategic leadership qualities through the level 7 Senior Leader Master's Degree Apprenticeship standard.

## Financials

If you are an apprenticeship levy payer, then all training fees are already funded through your levy contributions – so there is no cost to you or your employees for studying the degree. If you are not a levy payer, or have more requirement for apprenticeship training than can be funded through your levy, you can still offer the degree apprenticeship by contributing just 10% of the full cost (currently a maximum of £900 per year per learner for a three year programme).

The 2018/19 funding cap for the CMDA programme is currently £27,000. This includes the cost of:

- End-Point Assessment (currently £1,090 with the CMI) is provided by one of the approved independent providers. Please note that Pearson Business School, as a training provider, cannot act as the EPA assessor
- Pearson Business School degree and apprenticeship training costs
- Pearson Business School provision of learning materials and 24/7 access to the learning VLE
- Pearson Business School support including administration portfolio and individual learning plan

Additional levy funding may be available for apprentices with additional learning needs.

## Pearson Business School pricing

The programme pricing fits comfortably within the levy funding cap and includes the End-Point Assessment fee. Levy paying employers can cover the training and EPA cost of the programme through the levy.





### Entry Requirements

If you are interested in applying to study on this CMDA apprenticeship programme, the entry requirements are generally as follows:

- Eligible to study in the UK;
- Aged 18 or over at the start of the programme;
- Hold a level 2 English and maths at GCSE grade C or above (or equivalent)

### Next Steps

For those that are interested in offering the ukactive management degree apprenticeship to your employees, we ask that you please contact ukactive's Steven Scales on the contact information below to request an expression of interest form and an application form.

You will also need all potential applicants to complete an application form.



+44 (0)7772 904 306



stevenscales@ukactive.org.uk

### We can then arrange to:

# 01

Identify roles within your organisation that are appropriate for the Chartered Management Degree Apprenticeship.

# 02

Jointly agree the curriculum for the programme, focusing on appropriate workplace activities to be included.

# 03

Plan the selection and recruitment criteria and process, and implement recruitment plan for an agreed start date.



# APPRENTICE TESTIMONIALS

Hear what our current Degree Apprentices have to say about the benefits of studying and working alongside each other.

## CHRIS ACHIAMPONG

### Tell us a little bit about you?

My name is Chris Achiampong, I am 21. I am from East London, Newham. Prior to my degree apprenticeship, I was signed for Arsenal FC as a junior academy player. However, I was involved in a career ending injury, and I was forced to reconsider my future plans. Although, it was a devastating time in my life, it was also a moment that helped to broaden my horizons and allowed me to gain a deep insight into the world of business.

### Where are you working?

IBM

### Why did you choose a Degree Apprenticeship?

I chose to do a degree apprenticeship because it provided the perfect combination between work and study. I am a firm believer in the power of education and the opportunities that it can provide you, but I am also passionate about work experience. So this programme was very suitable for me.

## KATIE CROSSLEY

### Tell us a little bit about you?

My name is Katie Crossley and I am a Website & Marketplace Manager at GetGeared.

### What are you studying?

BA (Hons) Business Management

### Where are you working?

I work at GetGeared - we sell motorcycle clothing and accessories. I have been working at the company for five years and originally started out as an apprentice Digital Content Administrator, completing an NVQ in Business and Administration. Since then I have become the Website and Marketplace Manager: I look after our website, eBay and Amazon accounts.

### Why did you choose a Degree Apprenticeship?

Being a slightly older student, (26) I could not go into full time education as I have a mortgage and so on. Additionally, as I was already working at my company, this opportunity means I am gaining a qualification for things that I have been doing every day.

### What have you enjoyed most about your course?

I think the tutors are amazing, they all know your name (which does not normally happen at university); but they are all inspiring, a bit quirky and are genuinely interested in you succeeding. All of them work so hard and I love hearing their stories about their day jobs or where they used to work. They're all super talented and I can say, hand on heart, that without them I would not have been getting the grades I have been getting!

### How has your placement helped you with your studies?

The two go hand in hand with each other, having real working experience allows you to use examples in your coursework and understand how the theories may not work in every situation. Learning on the course is great, as you can bring ideas straight back to your business and implement them.

# CASE STUDY

## Example: BBC Chartered Manager Degree Apprenticeship Scheme

### Introduction

The programme has been running for four years, the apprentices are following the CMDA. In 2017 there were around 1,500 applications for the BBC Degree Apprenticeship. Of the first cohort of apprentices all but one have gone on to more senior roles at the BBC.

### Objectives

The BBC's key objectives for the programme were:

- To recruit a diverse and highly able set of apprentices who were passionate about working for the BBC and to work in business related roles for the organisation
- To develop broader and more varied career paths as a long-term solution to ensure a strong field of commercial/business talent in-house

### Recruitment

Pearson Business School worked closely with the BBC to design a programme that would meet these objectives and use our diagnostic tests and academic staff to help assess applicants.

The BBC were keen to incorporate our alternative entry route into their recruitment process for the degree apprenticeship to help attract a diverse range of able applicants

This alternative entry route includes Pearson diagnostic tests (verbal, numerical, abstract reasoning, and critical thinking skills), a written exercise, interview and group assessment. It can also include accreditation of prior experiential learning (APEL) from previous work experience.

Successful applicants then submit a video application, with a shortlist then invited to attend an assessment day at the BBC. Each part of the assessment day is run by both PBS and BBC staff who jointly feedback on performance.

### Structure of the programme

- The BBC apprentices complete their Degree Apprenticeship in two years. The first three weeks of the apprenticeship include a comprehensive induction programme to working life at the BBC
- They then work across three 8 month placements in various departments of the BBC, including BBC worldwide, marketing, social media, production and HR, between Monday and Thursday each week
- Each Friday, the apprentices attend classes between 9.30am and 5.30pm where they receive industry-focussed face-to-face tuition, and also individual mentoring on their bespoke modules – which consist of the other 50% of the degree, and preparation for the End Point Assessment
- The BBC apprentices have a dedicated Programme and Personal Leader, who is herself an academic tutor and acts as the key contact with the Scheme Manager at the BBC

### Success of the programme to date

- The programme is regarded as a great success both within the BBC and externally. It was recently profiled at the 2017 Chartered Manager Institute Annual HE Conference
- A number of apprentice degree projects have been adopted by the apprentice's departments at the BBC including one to improve sign language provision in BBC premises

#### BBC reference contact

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