

## What are the next steps?

Liverpool John Moores University has a track record of successfully developing Degree Apprenticeships to meet sector needs. We have a dedicated Degree Apprenticeship Team who will guide you through the process from initial employer engagement, through to the graduation and completion of the apprenticeship and all the stages in between. Get in touch with them today to find out how you can implement the CMDA at your organisation.

VISIT OUR WEBSITE FOR A WEALTH OF INFORMATION ABOUT DEGREE APPRENTICESHIPS, INCLUDING WHAT FUNDING IS AVAILABLE

[ljmu.ac.uk/degreeapprenticeships](http://ljmu.ac.uk/degreeapprenticeships)

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# Chartered Manager Degree Apprenticeship:

## EMPLOYERS' GUIDE

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# Looking for business-ready graduates or to upskill your managers?

The BA (Hons) Business and Management Practice Chartered Manager Degree Apprenticeship (CMDA) at Liverpool Business School has been designed in conjunction with the Chartered Management Institute (CMI), to meet employer demands for business-ready graduates and provides a valuable route for upskilling experienced managers already in the workplace.

Employers across the UK are looking for skilled employees who can bring a fresh perspective, new ways of working and the latest knowledge to the workplace. Many organisations are turning to Degree Apprenticeships to gain such employees or develop their existing staff. Why not find out how your business can take advantage of the benefits of the scheme?

## Key themes of the programme

The CMDA aims to prepare people for management roles and to develop those already in such roles to help them be more effective in the workplace. Focusing on the following four key themes, each representing a year of part-time study, the programme culminates in an in-company project of real value to your organisation.

- Self development and performance through others: focuses on how best to develop the individual as a manager and leader. It looks at the learner's performance and how they work with others
- Seeing the bigger picture: understanding the manager's role in bringing the business strategy to life and learning how the customer fits into the strategy
- Strategy into action: developing an understanding of how to get the best out of the core operations in an organisation and how to deliver value for customers
- Innovation, change and sustainability: looks at the manager's role of continually improving and innovating as well as working to enhance the wider society in order to contribute to the long-term purpose of the organisation

Read the CMDA course information page for more in-depth programme information:

[ljmu.ac.uk/study/courses/undergraduates/2017/business-management-practice-degree-apprenticeship](http://ljmu.ac.uk/study/courses/undergraduates/2017/business-management-practice-degree-apprenticeship)

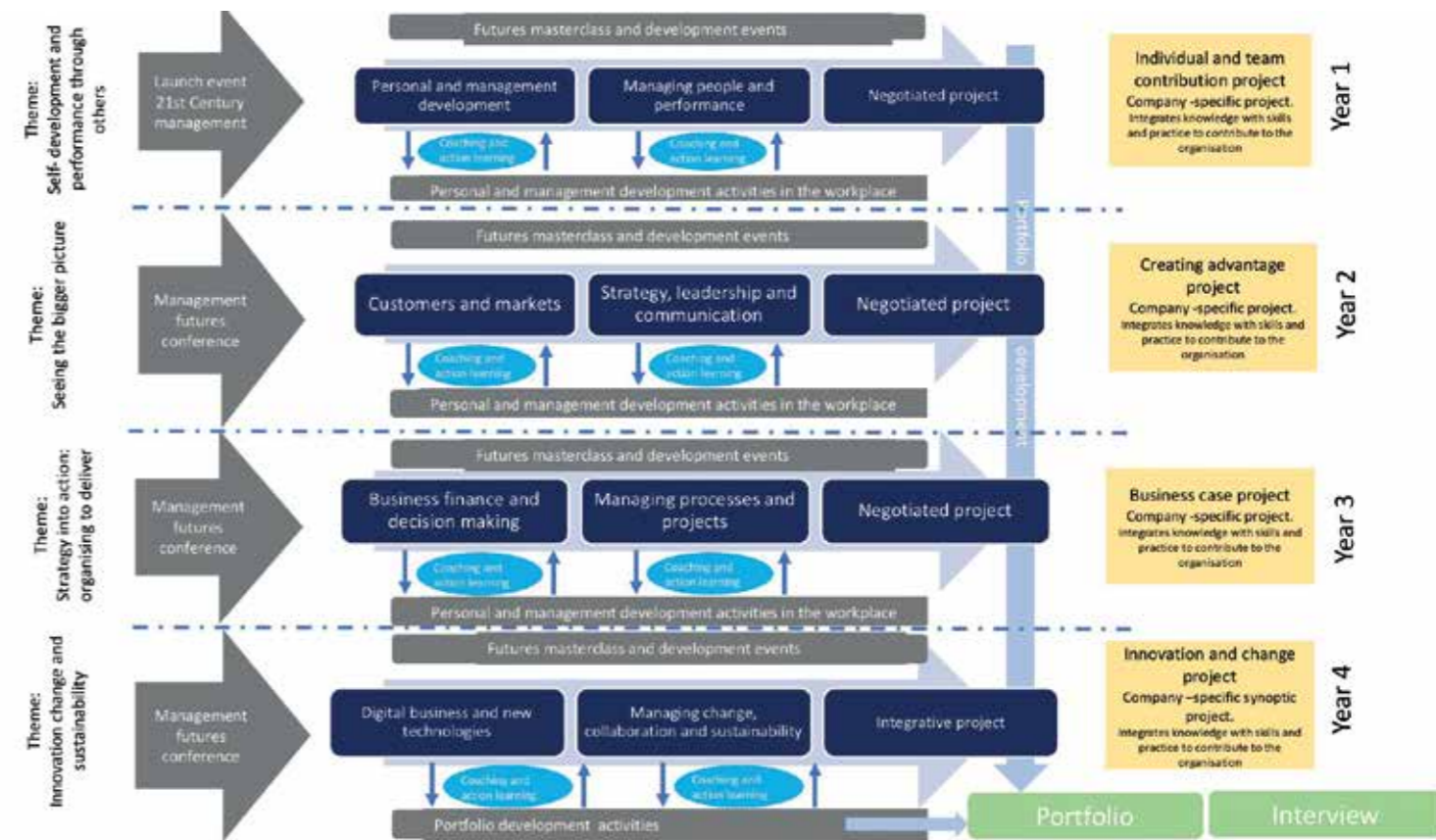
### What do you need to know about the CMDA?

The Liverpool Business School CMDA offers a fresh approach to this national scheme, by recognising the value of learning in the workplace to create a distinctive manager development programme aimed at developing confident, competent forward-thinking managers. Rooted in the workplace, learners will spend the majority of their time learning on-the-job and the rest of their time studying alongside fellow students at the highly-regarded Liverpool Business School at LJMU.

#### Learn by applying proven management and leadership development techniques

Placing the value of workplace learning at its heart, the following learning methods have been embedded into this unique manager development programme:

- **Recognising the workplace as an important place to learn** where students can apply their ideas at work, improve their skills through a range of activities and then reflect on their practice
- **'Flipped learning'** reverses the conventional process of teaching by providing the content prior to the teaching and learning session using Canvas, LJMU's virtual learning environment – the focus of the workshop becomes about active learning and application of theory to practice
- **Coaching and peer-to-peer coaching** enables the individual learner to tailor the programme to meet your needs. It also provides the opportunity for the organisation to propose business critical skills and values which can become a part of the development activities
- **Action learning** will be used to support personal development where issues and challenges from the workplace can be discussed. This approach to management learning provides a forum to bring ideas, thoughts and issues and allows a collaborative learning process to develop ideas for action
- **Masterclasses** will be provided for participating employers to hear from keynote speakers who will address current issues, emerging practice and thought leadership
- **Management futures conferences** will provide the opportunity for participating employers and the learners to come together and share best practice. They will provide opportunities to network and plan the next phase of the programme



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# How can your organisation benefit from employing a Degree Apprentice?

As an employer you'll benefit by:

- **Receiving funding:** training costs, depending upon whether or not you pay the apprenticeship levy, will be paid for via your levy contribution, or if you are a non-levy payer, then via co-funding from the government (with the government paying 90% of the costs). For more information about funding visit [www.ljmu.ac.uk/degreeapprenticeships](http://www.ljmu.ac.uk/degreeapprenticeships).
- **Enhancing your workforce:** you'll build a loyal and highly motivated workforce
- **Gaining employees with tailored skills and knowledge:** you'll add qualified employees to your workforce who have developed the relevant skills and knowledge to meet your business needs
- **Contributing to learning:** you'll help develop and shape the content of the Degree Apprenticeship programme in partnership with Liverpool John Moores University to ensure skills and knowledge relevant for your organisation are being taught
- **Growing your business:** you'll gain quality employees to contribute to the productivity and performance of your organisation
- **Investing in people:** you'll demonstrate to the sector and the wider community your commitment towards investing in future talent
- **Getting help with recruitment:** LJMU will help you recruit the best person for the apprenticeship by providing opportunities for you to advertise your vacancies

“Our philosophy is to build learning programmes that are inherently personalised to individuals and customised for businesses.”

Anthony Sturgess,  
Director: Corporate Development,  
Liverpool Business School

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## What is a Degree Apprenticeship?

If you're unfamiliar with Degree Apprenticeships, here's a bit of background to the scheme:

**The UK Government recently launched the Degree Apprenticeship scheme alongside a multimillion pound fund to enable businesses, both large and small, to sponsor learners of any age to work towards their degree alongside a salaried job**

**Degree Apprenticeships are developed in partnership with employers, universities and professional bodies to ensure much-needed sector skills are met**

**Apprentices spend 80% of their time in their place of work while predominantly studying at university for the remaining 20% of their time**

Apprentices undertake a programme of learning in accordance with the Degree Apprenticeship standard with a final assessment carried out by the relevant professional/assessment body





## Taught by experts in business

With extensive experience delivering high quality work-based manager and leader development programmes, the Liverpool Business School is well regarded for its wide range of expertise from finance and strategy to marketing, consumer behaviour and operations management.

### **Tailored and customised provision**

Our philosophy is to build learning programmes that are inherently personalised to individuals and customised for businesses. The Liverpool Business School CMDA begins with a diagnostic discussion with the employee and the employer. This enables the individual and organisation's needs to be incorporated into the programme. Employers may want specific competencies and values emphasised, or a focus on particular aspects of the business. This can all be done through personal development planning, tailored assignments, and most importantly through the projects. At the end of each theme there is an in-company project which is negotiated with the employer to ensure that business needs are met. It presents an opportunity for knowledge and skills to be applied to practice by delivering something of value to the organisation.



[ljamu.ac.uk/degreeapprenticeships](http://ljamu.ac.uk/degreeapprenticeships)

**“The Chartered Manager Degree Apprenticeship offers a “world-class business and management degree, work-based learning, and ongoing professional development through to chartered status.”**

**- Chartered Management Institute**