

# CHARTERED MANAGER DEGREE APPRENTICESHIP BA (HONS) BUSINESS MANAGEMENT (CMI)



If you aspire to become a professional manager or are looking to take the next step up in your current career to a management position, then this Chartered Manager Degree Apprenticeship is for you.

You'll be working full time for an employer and studying for a BA (Hons) Business Management degree. This way of learning will give you the opportunity to apply your knowledge into your role straight away and start making an impact from the start.

With CMI accreditation, you will leave the apprenticeship programme fully equipped with the chance to have Chartered Manager status, a professionally-recognised accredited degree and valuable work-based experience.

**Modules are:**

## Level 4

### Developing Personal and Management Skills

Whether you're going to work in a micro-business or a multinational, you'll need great management skills. Starting with managing yourself and working up to leading a team, you will learn how to apply theories of motivation, conflict management, empowerment, and team building.

### Understanding the Business Environment

How are businesses structured? Who are your stakeholders - and what impact do they have? You'll start to understand the world of business, from basic ideas about supply and demand, to competition, markets, and government effects.

### Principles of Marketing

Every business needs marketing - and that's why you'll start studying it early in the course. Starting with basic definitions, you'll use the concepts of segmentation, targeting and positioning to respond to marketing problems.

### Introduction to Finance

In the business world, a basic understanding of financial management is a great asset. We'll take you through how organisations manage their books, how to start preparing accounts and how to use financial information to inform business decisions. Equipped with this, you'll be able to speak the language of your financial colleagues for greater impact in your organisation.

### Business Analysis

Organisations generate huge amounts of data, and how they use it can make the difference between success and failure. In this module you will look at finding, extracting, working with, analysing and interpreting data to aid business decision-making.

### People in Organisations

At its heart, business is about people. The most successful organisations are adept at leading, managing, and motivating their people. In this module, you'll explore what makes people tick, how teams work, and how to manage change effectively.



## Level 5

### Business Processes

You shouldn't stumble into a way of working - it should be designed and managed to make the most of your time and money, producing high quality results. In this module, you'll look at issues such as benchmarking, managing resources and supply chains, and assessing whether a project has been successful.

### Applied Business Analytics

Analysing performance is essential in making effective business decisions to drive innovation and growth. You'll explore all the different data readily available to you within your organisation and be able to apply data analytics tools to analyse this to support decision making and drive organisational improvement.

### Enterprise and Entrepreneurship

Entrepreneurs - whether cut and thrust business people or social enterprise founders - need certain tools and techniques to thrive. From initial innovation, through to start-up and into early growth, this module is about moving forward from big idea to big business.

### Management Accounting

It's important as a manager to understand how to apply different management accounting techniques to inform business planning, performance measurement and evaluation, and control. By the end of the module, you will learn to appreciate the importance of both financial and non-financial performance measurements in management.

### Managing Change in Organisations

No business can stand still, but change can be challenging. This module will walk you through internal and external triggers for change. You'll look at how change will affect your people and how to deal with this at an individual level. You'll come away being able to manage change, while confidently talking about Total Quality Management and Business Process Re-Engineering.

### Managing Across Cultures

Today's business is a global business, but national cultures differ, so we need to understand how to respond. How will our products work in different markets? How do we deal with multicultural workforces? This module addresses these and other issues critical to managing in the 21st century.

## Level 6

### Strategic Management

Where is this business headed? What is your key goal? To get there you'll need a road map. Here you'll explore how to design that map, by applying a range of theories and techniques and building a strategy. You'll also look at how organisations deliver their plans by effectively managing change. We'll include a look at what happens in mergers and acquisitions, how to work with partners, and national or international planning.





## Marketing Planning

It's important to know how to develop and construct an effective marketing plan, whether your business sells a product or a service. You'll take a long, detailed look at the theories and techniques needed to plan your marketing strategies and develop new products and services.

## Managing Human Resources

In this module you will further explore the nature of the HRM function and appraise the contribution it makes to organisational effectiveness, focusing on recruitment and selection, employee development and engagement and reward strategies. Examples, from a number of national contexts will provide insight into the

application of HRM across cultures.

## Application of Project Management Techniques

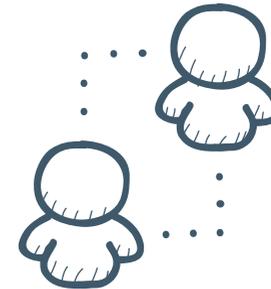
You'll start this module by breaking down the different types of project management, learning solid methods to monitor and control projects from start to finish. We cover the ins and outs of most business projects, including budget management, resolving complex issues and coordinating the work of others on a project team. By the end, you will know how to apply these techniques to deliver successful projects.

## Work Based Project

The work-based project is an essential part of the process of achieving degree level. As a degree apprentice, your project will directly relate to the organisation you work for, giving you an opportunity to deliver valuable solutions through your critical and evaluative judgements. You will learn a variety of research methods and know how to collect and analyse data. You'll bring it altogether in a dissertation that demonstrates your academic learning, as well as being relevant to the workplace.

## How will this be delivered?

This degree apprenticeship is delivered through our online learning platform, meaning you'll have access to all your materials 24/7 to study whenever is convenient for you. The programme is also supported with face-to-face sessions, which will either be delivered at your employer premises\* or at one of Arden's study centre locations.



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In partnership with your employer, we'll create an individual learning roadmap for you which will include; defined time during your working hours that can be committed to study; a programme of activities to complete in the workplace; and an online portfolio of evidence to showcase at the end of your apprenticeship. Throughout your apprenticeship we will provide guidance and support to ensure you remain on target and are progressing.

\*Minimum numbers required.

## Course duration and hours of study

It will typically take you 3 years to complete this Degree Apprenticeship. However, the exact duration will be dependent on your previous experience.

You can find out more information on the course page, visit [www.arden.ac.uk/degree-apprenticeships](http://www.arden.ac.uk/degree-apprenticeships).

Alternatively, please call our Degree Apprenticeships team on 0808 271 6886 for more details.



## Entry requirements

To be eligible for this degree apprenticeship you must have either:

Two Subjects at GCE A level or equivalent, plus passes at grade C or above in English and Maths, plus one other subject, at GCSE level or equivalent;

Completion of a recognised Access Programme or equivalent.

For students whose prior learning was not taught in English:

IELTS 6.0 or equivalent (no less than 5.5 in any element).

## How to apply

Call: 0808 271 6886

Visit: [arden.ac.uk/degreeapprenticeships](http://arden.ac.uk/degreeapprenticeships)

Email: [degreeapprenticeships@arden.ac.uk](mailto:degreeapprenticeships@arden.ac.uk)