



Unleash the potential of your Rising Stars

Chartered Manager Degree Apprenticeship
BA (Hons) Management Practice

The learning experience: What to expect

Dynamic learning experience

This highly-engaging 3 year programme equips apprentices with the critical skills to become confident managers who can make a lasting, positive impact in their organisation.



Inspiring workshops at Reading's award-winning campuses

Apprentices will take part in 21 workshop days. Typically, these are delivered face-to-face at our Reading campuses. These inspiring and energising environments, the workshops provide a perfect opportunity for reflection, and foster collaboration among apprentices from diverse organisational backgrounds. This immersive approach allows them to learn from each other, gaining depth and breadth across a range of organisational challenges. Ultimately, it prepares them to manage with confidence and vision – empowering them to make a lasting impact in their respective roles and drive sustainable business success.

Empowering managers through personal development

Personal development is integral to the programme and embedded throughout the apprentices' journey. They'll undertake three modules for personal development – enabling them to reflect and develop positive new behaviours.

Programme Director



**Dr Andrea
Tresidder**

Henley Business School

Andrea is a lecturer in Organisational Behaviour at Henley. Her research and experience informs her teaching, helping apprentices apply real-world business perspectives to their organisation.

Support for success

The combination of on-the-job learning in the workplace and both formal and informal off-the-job training is vital for the success of an apprenticeship. That's why our learning plans include taught sessions, workshops, one-to-one meetings and self-study on Canvas, our virtual learning platform. During this time, apprentices will continue their day job, and are actively encouraged to apply their learning in the workplace to grow personally and professionally, and improve business outcomes.

Unwavering support from start to end

Each apprentice is assigned an apprenticeship tutor who supports them throughout their entire journey. Collaborating with the University of Reading's wider support services, the tutors aid in apprentices' academic, personal, and professional development. With regular check-ins, tutors ensure apprentices are on track, addressing any gaps in their work-based projects.



The knowledge gained on the apprenticeship has helped me build a better understanding of the various facets that make up a business and has equipped me with the tools to support my team and contribute to the wider organisation.



Tahnyia Rahman,
Ofcom



Off-the-job training

Off-the-job training provides the perfect opportunity for apprentices to develop their management potential and make a real difference in the workplace, by providing new learning opportunities relevant to the apprenticeship that go beyond their current role.

Tasks could include addressing current workplace challenges or projects, helping apprentices take on new responsibilities, or giving them the opportunity to shadow or mentor colleagues. Off-the-job training is an essential and legal requirement of an apprenticeship, and organisations must allow employees to spend a minimum of six hours per week (equivalent) on this training during their working hours.



Programme structure

Pre-apprenticeship: Orientation Employer/manager briefing

Stage 1: Understanding the managerial context

Introduction to Business and Management

Organisational Behaviour

Business Finance

Personal Effectiveness 1: Understanding Myself and Others

Sales and Marketing

Professional Practice 1

Stage 2: How do organisations operate?

People Management

Operations and Infrastructure

Principles of Project Management

Personal Effectiveness 2: Leading and Coaching

Introduction to Research

Professional Practice 2

Stage 3: Achieving sustainable value

Digital Technologies and Innovation

Work-based Project

Personal Effectiveness 3: Leading and Managing Change

Contemporary Issues

Introduction to Business and Management

Professional Practice 3

End-point assessment (EPA)

3 years

Programme modules

Stage 1: Understanding the managerial context

Introduction to business and management

Dives into the environmental context of organisations, examining how consumers, competitors, stakeholders and local, national and international forces all influence them.

Business finance

Develops apprentices' understanding of the concepts and principles of financial and management accounting, and how to evaluate, interpret and communicate these within the context of their organisation.

Personal effectiveness 1: Understanding myself and others

Learners will develop a better understanding of themselves, interactions with others, and plans for personal and professional growth.

Organisational behaviour

Introduces organisational behaviour in today's workplace, exploring the challenges and tensions between individuals, groups and organisations, to better understand behaviour at work and managerial processes.

Sales and marketing

Introduces apprentices to the key concepts and strategy of sales and marketing, including segmentation, targeting and product and service innovation.

Professional practice 1

Develops apprentices' competencies in the following areas: time management, stress management and personal presentation; plus a range of skills and techniques for academic writing, reading and referencing.

Stage 2: How do organisations operate?

People management

Explores the management of human resources for sustainable organisational success – focusing on aspects of recruitment and selection, learning and development, performance management, compensation and rewards, talent and diversity management, workforce planning, and HR-specific key performance indicators.

Personal effectiveness 2: Leading and coaching

Introduces apprentices to leadership style and effectiveness, and supports their development as a leader.



Operations and infrastructure

Aims to develop deeper knowledge and critical understanding of the management of operations and supply chains, by introducing core concepts and how they impact organisational performance in today's modern business world.

Principles of project management

This module introduces apprentices to project management at a strategic, system and operational level.

Introduction to research

Explores the key elements of the research process and research design in the social sciences, to support apprentices in the planning and development of their work-based project in year three.

Professional practice 2

Building on from stage 1, this module introduces different types of communication and their application across different contexts, plus problem-solving and decision-making techniques.

Stage 3: Achieving sustainable value

Digital technologies and innovation

Apprentices will explore the digital aspects of management in contemporary organisations and examine digital innovations in development – learning how they work in theory and practice.

Work-based project

Apprentices will prepare and/or undertake a change intervention in the workplace that can make a real difference to their organisation. Through a work-based project, they'll use current and previous learnings to gain a better understanding of their organisation, its context and its ability to embrace change effectively. And apply qualitative and/or quantitative research and approaches – explaining how they'll solve their organisation's challenges, and make a positive impact.

Personal effectiveness 3: Leading and managing change

Introduces apprentices to organisational change management, conflict management models, and explores methods for shaping a clear sense of purpose across the entire organisation, so that it can thrive in today's ever-changing environment.

Contemporary issues

Explores how to solve critical challenges facing managers today – examining the principles of sustainability and their impact on the workplace, how to manage within an ethical, value-driven context, and the core concepts of corporate governance and how it helps influence decision-making.

Professional practice 3

Focuses on providing apprentices with academic support for their work-based project, and introduces influencing and negotiation styles to further enhance their professional development.

End-point assessment

The final stage of the apprenticeship is the end-point assessment (EPA), where learners submit their portfolio of evidence (reviewed against the criteria for the CMDA standards), an opportunity to showcase what they've learned during the programme. Apprentices also have to host a live project presentation and Q&A session, and attend a competency-based interview.

