



An Employer's Guide to the

Chartered Manager Degree Apprenticeship

BA (Hons) Business Management Professional in Hospitality

A guide for hospitality employers looking to enrol new and existing employees at Manchester Metropolitan University



The Department of Food & Tourism has developed strong partnerships with hospitality businesses across Greater Manchester, the UK and Internationally. Many hospitality professionals will already be familiar with our academics and students as we continue to work together to develop the best possible graduates to support the growth and development of our great industry. One of the next stages in this development is the Chartered Manager Degree Apprenticeship.

The Degree Apprenticeship is a government-supported, industry-driven approach, which enables hospitality businesses to develop their own graduate employees. Many employees entering or working within the hospitality sector may have the ability but not had the opportunity to study at degree level. This new degree unlocks that potential within our current workforce whilst opening exciting opportunities to new entrants.

The Chartered Manager Degree Apprenticeship has been developed by Manchester Metropolitan University to support the growth of honours level education in the workplace. The programme enables businesses to enhance the offering of a career in hospitality and widen the search for talented young people that will see the hospitality industry as a career of choice.

Apprentices work full-time, while studying towards a BA (Hons) Business Management Professional with Hospitality degree and successful apprentices will also receive the Chartered Management Institute (CMI) Level 5 Diploma in Management and Leadership full CMI Chartered Manager status.

Integrating academic learning at degree level and on-the-job practical training enables participants to develop as confident and capable management professionals in your organisation. The Degree Apprenticeship is suited to those looking to begin or develop a career in a variety of positions, including:

- Supervisor
- Manager
- Head of Department
- Operations Manager
- Any other role with significant managerial responsibilities.

We also place a strong emphasis on developing

reflective practitioners - professionals who can plan and manage their own future careers.

How does the apprenticeship work?

The Chartered Manager Degree Apprenticeship has 12 units delivered over 4 years (see course structure) with a blend of integrated academic learning and on-the-job practical training that enables apprentice managers to apply their learning within the workplace.

This blended approach has 48 allocated hours per unit, which is a combination of face-to-face university teaching, synchronous and a-synchronous online learning, and research and assessment activities.

The business projects, negotiated with employers, offer students the opportunity to apply their learning directly to their organisation and its business context.

Employer benefits

- Graduates, both existing staff and new employees you appoint, will develop skills and knowledge that are directly relevant to solving every-day and strategic business issues.
- We know from experience that it is the package of study at Manchester Met combined with a job or work experience that attracts enthusiastic and talented students/employees.
- Degree assessments are negotiated with the business and tailored to the work of your employee.
- Through the Degree Apprenticeship programme you are eligible to utilise preferential government funding and incentives to retain and prepare your staff for a significant future within your organisation.

Hospitality Apprentice Scenarios

Apprentice A is a new employee and just turned 18, she has just started in the industry and has the skills and attributes the management team are looking for to progress within the business. Apprentice A, could have chosen to go to university full time but has decided to enter the industry now and work her way up. She may not be ready now, but will be in 4 years' when she is 22. With the right structure, experience and guidance she will make a great manager one day. She has the UCAS entry points and may enter the programme as a standard entry.

Apprentice B has been working for the hotel for a couple of years and is over 20, not engaged in formal education since leaving school, but has been an excellent employee and is looking to advance within the hotel. The management team do not want to lose him but there is no vacancy yet at the next level and they also feel he is not ready. The programme will help develop his skills and retain him as a valuable employee within the business. He may have the UCAS entry points but if not, could complete the non-standard entry requirements (interview & essay) to enrol on the programme.

Apprentice C has great experience within the industry developed since leaving school and has been with the hotel for a year. He is 30+ years old with has no university qualifications but the hotel team think he is a valuable asset to the team. The programme will help develop his skills further and retain him as a valuable employee for progression to senior level. He would need a little support to start with but could enrol as a non-standard entry (interview & essay).

Course Structure - BA (Hons) Business Management Professional in Hospitality

	Core Units	Industry Specific Units	Company Focused Units
Year 1	Managing Customer and Stakeholder Relations	Dynamic Business and Digital Context of Hospitality	Introduction to projects and portfolio
Year 2	Managing and Leading People	Sales and Marketing in Hospitality	Negotiated Business Project 1
Year 3	Finance and Accounting for Managers	Operations and Technology Management in Hospitality	Negotiated Business Project 2
Year 4	Project Management	Strategy, Digital and Leadership in Hospitality	Business Portfolio

Employer engagement with the apprenticeship

- Employers enter into a knowledge partnership with the University. Manchester Met delivers a challenging business curriculum. Employers play a vital role to extend the learning beyond the classroom.
- Apprentices are employees and, as such, are subject to usual terms of employment. They are protected by a national minimum wage but in order to attract and retain good quality candidates we strongly recommend offering a competitive salary.
- You have full control over recruitment. The University can work alongside you to promote your upcoming vacancies, assess candidates and to verify eligibility to enrol existing employees, for example, entry qualifications.
- You will need to design a flexible work schedule, which allows time to study. The learning is organised in such a way to minimise disruption to your work schedule.
- Apprentices require a workplace mentor who will oversee their development and coordinate projects and learning with the University tutor.

When does the apprenticeship start?

Apprentice enrolment and induction takes place in

September. Employer recruitment should start as early in the year as possible in order to attract the best candidates and so that current employees can plan their time effectively.

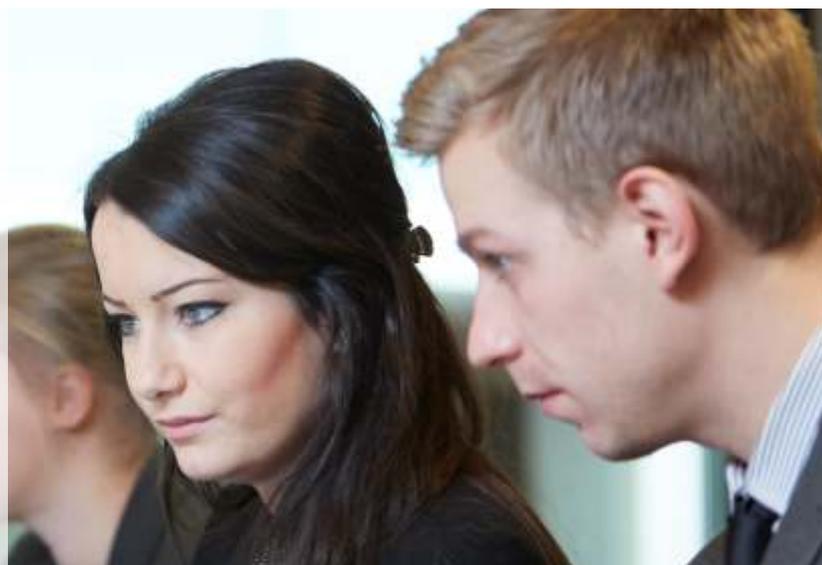
Tuition fees and subsidies

Businesses with a payroll below £3 million will only have to pay 10 per cent of the training fees for apprentices. Additionally, businesses with fewer than 50 employees, who choose to recruit an apprentice under 19-year-of-age, will pay no fees at all.

Businesses with a wage bill in excess of £3 million will have to pay the Apprenticeship Levy, a 0.5% contribution to spend only on apprenticeship training. Businesses can use these funds to pay for tuition fees. If an employer spends more on apprenticeship training than they have levy credit, they will only have to pay 10 per cent of the training fees.

All businesses employing an apprentice under 19-years-of-age, a care leaver up to 24-years-of-age or an adult with additional needs will qualify for an additional support payment of £1,000.

If you are unsure what funding your business will be eligible for please contact us to discuss your own situation.



Key Questions Answered

What are the entry requirements?

Direct entry from school or college will require a minimum of 104-112 UCAS tariff points at A2 or equivalent (such as DMM on BTEC Extended Diploma). For those in relevant work, suitability is assessed on an individual basis.

Can existing employees apply?

Yes. As long as they meet the entry requirements or have suitable work experience they can apply for the programme. There is no age limit.

How many degree apprentices will Manchester Met accept from each organisation in?

There is no minimum or upper limit for the number of apprentices that can be enrolled from each company.

Do degree apprentices have to work within the local area?

No. Manchester Met provides a flexible programme of study, making the programme accessible to degree apprentices throughout England.

Do Degree apprentices work when the University is in recess?

Yes. Degree apprentices are full-time employees and perform duties in accordance with the employers' needs as with all apprenticeships.

For more information please visit:
www.mmu.ac.uk/apprenticeships

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The information in this booklet reflects the programme units and details as they are at the time of publication, which is subject to change. The information is included as a guide to course content only.

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