



An Employer's Guide to the

# **Chartered Manager Degree Apprenticeship**

**BA (Hons) Business Management Professional in Fashion**



**MANCHESTER  
FASHION  
INSTITUTE**

**The Manchester Fashion Institute has developed incredible partnerships with the fashion industry in the UK, USA, Europe and Far East. The fashion courses have already established an enviable reputation within the global industry, with many companies working closely with the Fashion Institute in the recruitment of undergraduate and post-graduate talent, Knowledge Transfer Partnerships and bespoke training courses.**

The Manchester Fashion Institute and the award winning Business School, come together to deliver a joint Chartered Manager Degree Apprenticeship. The very best of both fashion education and traditional business management education will combine to create a unique experience, in order to support the needs of businesses in this important and ever changing sector.

The Degree Apprenticeship is a more flexible approach to fashion business education, allowing companies to support the continuous personal development of employees both newly recruited and existing, established staff. This method of mixed formal and work placed training allows companies to develop a more bespoke graduated employee, in line with their individual needs.

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 a fashion company and widen the search for talented young people.

Apprentices work full-time, while studying towards a BA (Hons) Business Management Professional in Fashion 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, within fashion trading or a support function where a strong understanding of the trading functions and processes are essential. These include roles in:

- Buying
- Merchandising
- Product development/management

- Fashion marketing/business communication
- Product lifecycle management
- People management for fashion functions
- Fashion Logistics
- Ethical Trading
- Sustainability

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 in Fashion 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.

A blended approach to teaching combines face-to-face training days with online learning, 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**

- 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

## **Apprentice Scenarios**

**Apprentice A** is a new employee and just turned 18, they have 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. They may not be ready now, but will be in 4 years' when they reach 22. With the right structure, experience and guidance she will make a great manager one day. Apprentice A has the UCAS entry points and may enter the programme as a standard entry.

**Apprentice B** has been working for the company 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 business. The management team do not want to lose the employee but there is no vacancy yet at the next level and they also feel they are not ready. The programme will help develop his skills and retain them as a valuable employee within the business. They 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 company for several years. He is 30+ years old with has no university qualifications but the team think he is a valuable asset to the team and could progress quickly with a broader understanding of the industry and management functions. 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 Fashion

	Core Units	Industry Specific Units	Company Focused Units
Year 1	Managing Customer and Stakeholder Relations	Product Development	Introduction to projects and portfolio
Year 2	Managing and Leading People	Buying and Merchandising	Negotiated Business Project 1
Year 3	Finance and Accounting for Managers	Fashion Promotion	Negotiated Business Project 2
Year 4	Project Management	Product Lifecycle Management	Business Portfolio
Cross cutting	Personal Tutoring	Employer Reviews	Digital Management

staff for a significant future within your organisation.

- Teaching is scheduled at times to avoid key trading periods.

### 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 2017. 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.

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For more information please visit:  
[www.mmu.ac.uk/apprenticeships](http://www.mmu.ac.uk/apprenticeships)

## Contact

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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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