

PEARSON
BUSINESS
SCHOOL

ukactive

Business and Management Degree Apprenticeship



More people
More active
More often

Building strong leaders from within

Degree Apprenticeships are an innovative new qualification that bring together the best of higher education and real world experience. An “apprenticeship” has a simple definition: training with a job attached to it. Degree level apprenticeships provide a chance to extend the benefits of this work-based training approach at a higher level throughout an organisation.

The Chartered Manager Degree Apprenticeship (CMDA) is specifically developed to help train key members of your team taking responsibility for people, projects, operations and/or services to deliver **long term organisational success**, with the expectation that they will deliver impact and demonstrate their commitment to continual learning and development. This qualification is widely used across the fitness and leisure, retail, tech and public sectors to develop effective leaders. The CMDA programme has already been implemented by Mytime Active, Active Westminster and Northampton Leisure Trust. Candidates who complete the programme will gain a BA Hons Degree in Business Management.



I feel the Degree Apprenticeship is a great opportunity as it allows me to further my knowledge and skill set whilst continuing to progress my career.

I feel this qualification would give me the additional confidence I need to truly develop into a great Leader.

MATT BURNS

Degree Apprentice, Mytime Active

Employer and Sector-Focused design of the programme

When designing this programme, Pearson Business School and ukactive worked closely with sector employers to identify relevant job roles and agree an appropriate learning structure. Pearson Business School's academic team collaborated with experienced line managers from the sector to identify potential workplace projects that add value to teams whilst also meeting the academic requirements of the degree.



Developing a skilled, strategic and driven workforce

SKILLS ESSENTIAL FOR MANAGEMENT ROLES IN FITNESS AND LEISURE



Managing budgets, controlling expenditure and production of financial reports.



Communicate clearly, effectively and regularly using oral, written and digital channels and platforms.



Ability to support the creation of an inclusive, high performance work culture.



Able to delegate to others, provide clear guidance and monitor progress. Ability to set goals and accountabilities.

SKILLS DEVELOPED BY THE UKACTIVE APPRENTICESHIP PROGRAMME



Support local budgeting processes for your service area, helping manage income expenditure to meet financial targets and achieve value for money.



Ability to effectively communicate and manage change to engage and inspire colleagues within your service area.



Manage with a commercial mind and social heart to achieve sustainable business growth and positive community outcomes



Management of corporate performance and reward systems to engage and motivate local employees as part of the total reward package.

Developing a skilled, strategic and driven workforce

KNOWLEDGE ESSENTIAL FOR MANAGEMENT ROLES IN FITNESS AND LEISURE



Know how to manage and develop people, using inclusive talent management approaches.



Understand how to develop and implement organisational strategy and plans.



Understand financial strategies, including budgets, financial management and accounting, and how to provide financial reports.



Know how to create marketing and sales strategies. Segment and target relevant markets and customers.

KNOWLEDGE DEVELOPED BY THE UKACTIVE APPRENTICESHIP PROGRAMME



Motivate, develop and be responsible for the staff of all the service points within a facility, in order to maximise the effectiveness and engagement of the workforce.



Develop local plans and strategies to deliver corporate plans, aims and objectives.



Maintain, monitor and manage expenditure and income budgets, ensuring good financial management.



Understanding promotion and marketing methods within the leisure and fitness industry, developing a programme of promotional events and marketing activities.

Making the most of the Apprenticeship Levy

The Apprenticeship Levy is paid by medium/large UK employers – and it can be claimed back to fund apprenticeship training.

It's part of a government plan to increase the quantity and quality of apprenticeships. It's also a way for individual businesses to grow, develop and retain the best talent, innovate and stay ahead of the competition. Importantly, employers must use it or lose it!

Why train and employ apprentices?

- Helps develop a highly skilled workforce for the future
- Provides access to top talent using an integrated recruitment process
- Increases staff loyalty and retention
- Increases staff productivity and competitiveness
- Aligns training with organisational needs and strategic objectives

About the Apprenticeship Levy

- The levy aims to fund three million new apprenticeships in England alone by 2020
- It's paid by employers who have an annual wage bill of more than £3m
- The fund can be used to pay for apprenticeship training
- Unspent levy contributions expire after 24 months and cannot be used once expired

Pearson College London is a registered apprenticeship training provider. We can turn your levy contribution into an opportunity to develop and retain talent. We can also help with recruiting apprentices – read about our complimentary service on page 10.



Training for performance

Successful completion of the programme results in:

1. Completion of an industry specialised BA (Hons) Business and Management, awarded by Pearson Business School and the University of Kent;
2. Eligibility to apply for the Chartered Management Institute (CMI) Level 5 Diploma in Management and Leadership;
3. Preparation for a higher-level management role within the business

Duration of Programme.

The programme is completed in 3 years with 20% of the participant's work time commitment to off the job training, which includes around approx 26 days of classroom based learning, this includes seminars, workshops and exams.

The summer term is delivered via online learning in year 1 & 2.

Scheduling and Off-the-Job Learning

Apprentices must be released by their employer from 20% of their working hours, in order to participate in off-the-job training. This training will be divided between teaching sessions and independent learning. To comply with the 20% off the job training requirement, an apprentice would typically be in the classroom 1 day each week. Pearson Business School training ensures that apprentices on this programme meet this requirement.

Expert Tuition by Industry Professionals

Apprentices are taught face-to-face at our state-of-the-art campus in Central London, featuring 12 large classrooms, and professional student study areas. Modules are designed and taught by industry professional academics with strong backgrounds in real business. Teaching can also take place at our Salford Quays location in Manchester for those based in the north.

Integrated Learning Programmes

The programme involves extensive use of the online classroom to facilitate a blended delivery model. Tuition may also be delivered using facilities at Pearson's Manchester campus, or in a suitable location at an employer's premises.



The module structure

The following table is a model structure of what a typical Chartered Manager Degree Apprenticeship Programme looks like.

Year	Term	Level	Modules delivered
Year 1	Autumn	4	Principles of Business: Stages 1 and 2 (30 credits of 60 credits) Introduction to Research (30 credits)
	Spring	4	Principles of Business: Stages 3 and 4 (30 credits of 60 credits)
	Summer	4	Self Managed Learning (30 credits) CMDA work-based portfolio development
Year 2	Autumn	5	Introduction to Contract Law (15 credits) Strategic Marketing (15 credits)
	Spring	5	Operations and Project Management (15 credits) Consultancy Project (30 credits)
	Summer	6	Self Managed Learning (30 credits) People Management and Leadership (15 credits) CMDA work-based portfolio development
Year 3	Autumn	6	Strategic Management (15 credits) Strategic Innovation Management (15 credits) Self Managed Learning (30 credits)
	Spring	6	Level 6 elective 1 (15 credits) Level 6 elective 2 (15 credits) Final Project (30 credits)
	Summer	Gateway period	End Point Assessment training and mocks End point assessment sat in August 2021

- Summer term in Level 4 and 5 will be taught via online learning.
- Fridays which are not spent in the classroom will require students to conduct independent study.

Why choose the ukactive apprenticeship programme?

Recognition of Excellence

ukactive is a leading not for profit organisation with an uncompromising vision to get more people, more active, more often. Through campaigning, providing world-class services to members and facilitating big impact partnerships, ukactive is at the forefront of the UK's physical activity sector.

Experience and Trust

Pearson Business School has designed and delivered many innovative CMDA schemes in partnership with organisations such as L'Oréal, NHS, IBM, Unilever, WPP's Ogilvy, Direct Line Group, and Tesco. Pearson Business School can provide successful case studies and employer and apprentice advocates to attest to their quality.

Powered by Industry

We engage with employers at every stage of the learning, ukactive has used the feedback of HR Directors, L&D Directors and CEOs from major organisations to help tailor the programme to specific needs. This programme can incorporate the conversion of existing employees and/or new hires. ukactive has a dedicated Pearson Business School Programme Leader to liaise with line managers and staff regarding the learner.

Flexible Degree Study Based on the Workplace

A unique feature of our programme is that up to 50% of the course can be based on workplace activities through employer-designed, work-based projects.

Apprentice Support

All apprentices have access to experienced personal tutors who provide mentoring in their Individual Learning Plan (ILP) and portfolio development, and preparing for the End-Point Assessment (EPA). This is a formal mentoring programme, so experienced sector leaders will provide mentoring at every stage of learning.



Having been in the role of Business Development Manager within Northampton Leisure Trust I feel that gaining a degree will further enhance my performance in my role.

Degree Apprenticeship students are a good mix of both age and experience and come from a variety of sectors.

CHRIS ROCKALL
Northampton Leisure Trust

Recruiting, developing and retaining talent

Complimentary recruitment service

We can source and assess applicants from a wide range of backgrounds at no extra cost. Our screening is delivered with a combination of online tests (such as a Core Abilities and Watson Glaser test) and assessment day exercises (incorporating interviews and group exercises).

Role profiles

We draw on extensive experience of working with employers to advise on the appropriate organisational roles for our programme.



How much will it cost?

If you are funding study programmes using your existing levy funds, there are no additional costs. Our pricing fits comfortably within the current (2019/2020) levy funding cap of £22,000, per learner, so levy-paying employers can cover training and end-point assessment costs.

Levy-paying organisations that have used up their existing funds will switch to a co-finance model based on paying 5% towards the cost of apprenticeship training (£1,100 per learner). The Government will pay the remaining 95% up to the funding band maximum of £22,000.

Our prices include all degree and apprenticeship training costs, and end-point assessment (£950 plus VAT). Also included are all Pearson Business School learning materials, 24/7 access to our virtual learning environment, Individual Learning Plans, administration and support.

Next steps

To find out more about the ukactive Degree Apprenticeship, download this Expression of Interest form by **clicking here** and return to Pippa Slot on the contact information below.

+44 (0)20 7400 8600

pippaslot@ukactive.org.uk



Pearson Business School

Midtown Campus
190 High Holborn
London
WC1V 7BH

+44 (0)20 3918 4365

industry@pearson.com

www.pearsoncollegelondon.ac.uk/industry



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