

THE UNIVERSITY OF EXETER



Victoria Elsey
Business Partnership Senior Manager
The Careers & Enterprise Company
University of Exeter, CMDA Apprentice
Degree in Applied Business Management

“ We talk a lot about the value of education and lifelong learning and we promote the apprenticeship model as an option to young people. So you could say I am walking the walk! ”

“ I encourage everyone I work with to take advantage of any opportunity to develop in the workplace. Seize it, because you don't know where it will take you. For me, taking this course was fulfilling a personal ambition. I hadn't had the opportunity to go to university and although I've been very fortunate in my career, this was too good an opportunity to miss, to study to this level.

But of equal importance was the idea of having that acknowledgement — not only as a qualified individual but as a Chartered Manager. Being seen to not only have a degree in responsible business management, but to have developed the real skills, knowledge and behaviours to achieve CMI status. I think that makes you very credible.

“ **Not all jobs have a recognised qualification, undertaking a CMDA is an excellent route to gain professional recognition.** ”

This was of huge value to me in my own development as a leader and a manager. Putting together my experience and topping it up with things that I had never really looked at before was fantastic. It's not just about an outcome. It was the whole process for me.

The impact has been great and made me really look at things differently. For example, the first module we studied was marketing. You could argue that publicly funded programmes have a captive market, schools and colleges in the communities we serve are our market, we are not trying to attract new customers. But there are people that we want to engage with and stakeholders we need support from, and this module definitely helped.

One of the real developments for me was gaining tools to look more strategically at things, rather than just operationally. It's given me a much wider approach. I think that I've really developed my social and emotional intelligence, too.

“ **I would encourage anyone to take this course. I've seen such a development in myself, I'm much more measured in who I am and how I respond.** ”

I feel like I know myself better. For me, the course was three years, but there were some elements of repetition, so I can see how it could be taken over a shorter period of time and fed this back to Exeter.

You do need to be really honest about how much of your time it's going to take up and be very disciplined with yourself around your diary and your job. And for employers, I'd say look at the advantages you'll reap. Yes, it's an investment in your staff, but your organisation will soon start to see some really positive impacts. ”

Victoria Elsey is Business Partnership Senior Manager at The Careers & Enterprise Company, a promotion which she received during her training. “I believe the knowledge, skills and behaviours developed throughout my CMDA played a significant role in the quality of my application, how I prepared for my two interviews and my presentation and performance during the second interview.



Sarah Tudor
Programme Director for the Chartered
Manager Degree Apprenticeship at the
University of Exeter

“ We’ve just relaunched the CMDA as a fast-track programme over 18 months rather than three years. This does mean that the students joining us need to have experience or previous qualifications so they come in at Level 5 — essentially, people that will be able to hit the ground running.

Having listened to employers, we were very keen to shape a programme that provided more of a stepping stone to the senior leader programme. And it was very much felt that a three-year programme could feel like a huge amount to take on in anticipation of then going on to the senior leadership programme.

Fortunately, we’ve managed to reshape the programme so that we’re not losing any of the quality. It will be more intensive, we’ll work through the modules at a quicker pace, but the experience of our apprentices means they’ll be able to make that progress at a faster rate. ”

Sarah Tudor is Programme Director for the Chartered Manager Degree Apprenticeship at the University of Exeter.

THE CHARTERED MANAGER DEGREE APPRENTICEHIP FAST TRACK

This is an 18-month Fast Track programme including a BSc in Responsible Business Management and is dual accredited with the CMI Level 6 Certificate in Professional Management and Leadership Practice. The programme is run as a blended learning programme and can be a fantastic pathway to the Senior Leader Apprenticeship Programme.

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 www.managers.org.uk

