



A WIN-WIN-WIN PARTNERSHIP.

Your university, your learners and your leaders.

Introduction	3
Why partner with CMI?	4
Enterprise-wide partnerships	5
Dual Accreditation	6
Chartered Manager	8
Membership & ManagementDirect	10
Curriculum Enrichment	12
Academic Engagement	13
Your success is our success	14
Linking up	15



“Building relationships with Higher Education institutions is central to our goal of improving the quality of management in the UK – wider collaboration for greater competence is one way we can all win.”



Higher education continues to undergo a period of significant change. Operating in a global environment, rising student expectations, increasing costs and the task of attracting and retaining the best talent are just some of the challenges that organisations, like yours, are faced with.

In an increasingly competitive market, it is crucial that your university stands out from the competition and offers something extra to help you recruit more learners, provide more value to them and deepen engagement with them.

But it's not only the past and present learner communities. You also need to professionalise your staff and give them the leadership skills to drive change and deliver results.

As the professional home for managers, CMI is the only chartered professional body dedicated to promoting the highest standards in management and leadership excellence. Overall we are working with our partners to raise the standards and practices of management and leadership

and have it recognised as a true profession.

By partnering with us, your entire stakeholder group can benefit from our three-pronged proposition of Dual Accreditation, Chartered Manager and CMI membership.

It's a win-win situation: learners and alumni boost their career prospects, your university attracts more and better candidates and improves student satisfaction, your own academics can enhance their management and leadership skills, whilst employers can recruit professionally trained, practically skilled managers who deliver results from day one.

Our partnerships are both flexible and straightforward.

If you have any questions or would like to explore this further please feel free to contact one of my team.

**Ann Francke CCMi FIC CMgr
Chief Executive, CMI**

WHY PARTNER WITH CMI?

Positives from every perspective.

“The accreditation by the CMI of our BA Fashion Management and MSc International Fashion Management (integrated masters) has been greatly received by staff and students alike. Our student body values the added kudos CMI accreditation gives to their award and it’s significant that in the year of its introduction the NSS score for the question on ‘Quality of the course’ rose significantly from 77% to 85% overall satisfaction.”

Andrew Hughes CMgr MCMi
Dean – Fashion Business School

You want to raise your profile and attract more – and higher calibre – learners onto your courses.

You want your learners and alumni to better themselves and become more employable.

You want your managers and leaders to have the skills to drive your organisation forward and deliver results.

Well, with CMI, you can have all of that.

Firstly, our accreditation of your courses broadens their appeal and widens their recognition.

Secondly, embedding Chartered Manager into your courses differentiates your offering by adding tangible value. This includes adding Chartered Manager to the title of your MBA, making this programme stand out even more.

And thirdly, CMI membership supports your students and enhances their employability by providing access to invaluable content, influential local and national networks and online mentoring. So partnership sets you apart and enriches your offer.



ENTERPRISE-WIDE PARTNERSHIPS.

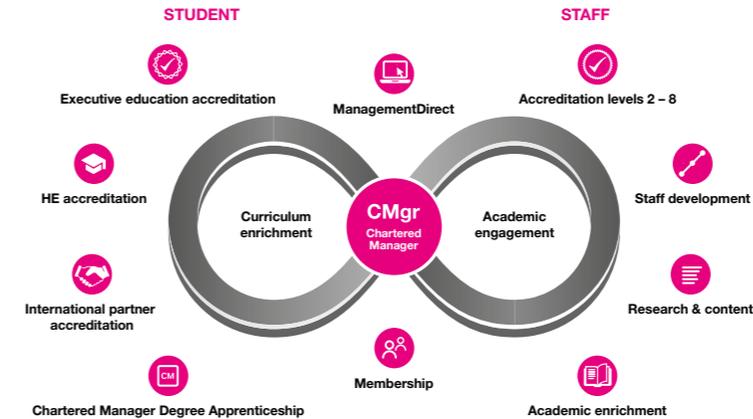
Benefits across the board.

Your own managers’ perspective.

CMI can also help in the development of your own academic and support staff. By investing in developing the skills of your own managers and leaders, you can attract and retain the best staff, engage with the business community and achieve your organisation’s objectives.

“The process of applying for and achieving Chartered Manager status allowed me to reflect on my leadership and management practice and remind myself of the importance of continuing to learn and develop and, every day, be the best manager that I can be.”

Stephen Batty
Director, Professional and Executive Development
Faculty of Business & Law, UWE Bristol



Our focus for universities is on providing enterprise-wide solutions. Our unique framework enables us to provide a range of solutions across your university to enhance your brand. Our focus is on students, academics and support staff, all of whom are integral to your success.

Management and Leadership is an aspiration for many graduate careers and most university programmes teach an element of this discipline.

CMI’s flexible approach will enable your university to hold accreditation for your programmes where management is taught.

This enables your students to leave university with a second professional qualification in management and leadership making them more employable.

We already have accredited degree programmes in agri-business,

Supporting your staff at all levels.

With a long tradition of delivering or supporting Management & Leadership programmes from Level 2 to Level 8, CMI can help the career development of your staff at all levels. These programmes can be adapted to meet your unique needs and add an additional level of credibility through recognition from the only Chartered Professional body in Management and Leadership.

engineering, tourism, fashion management and sports management as well as the more traditional business and management courses.

For your courses where prior experience is required (such as Executive Education and MBAs) there is the possibility to integrate Chartered Manager adding the professional recognition as an output of your professional development offerings.

DUAL ACCREDITATION.

A twin win.

By accrediting your courses with us you can broaden their appeal and recognition. Highly regarded by employers, our qualifications will allow your learners to demonstrate they know the theory and the practice. What's more there's no extra work for learners.

“75% of employers say graduates should seek professional qualifications, alongside their academic achievements, as evidence of practical/applied skills.”

CMI 21st Century Leaders research

“75% of students and applicants would like to see their institution invest more in employability and work-readiness programmes.”

UPP annual Student Experience Survey, *Work hard, play hard*



YOU BENEFIT

This value-added accreditation broadens your university's appeal to potential learners and gives you competitive advantage in an increasingly crowded education market.

YOUR LEARNERS BENEFIT

While they study with you, your learners, as well as gaining an additional qualification, can get support from and enjoy the benefits of being a CMI member. When they graduate, they widen their recognition and increase their level of employability.

“We are delighted to be working with the CMI to deliver value-added professional qualifications to our students. Professional qualifications in leadership and management will support our graduates in securing high quality jobs in an increasingly competitive employment market. Our students currently earn on average £10,000 above the national average and the ability to demonstrate professional skills in leadership and management will continue to enhance our graduates' prospects.”

Dr Phillipa Towlson
Head of Operations and Administration, Lord Ashcroft International Business School
Anglia Ruskin University

International involvement

Having international and cultural knowledge is fundamental in a diverse business world.

Through our partnerships, CMI is able to offer qualifications and Chartered Manager to students from around the world.

Respected, recognised and valued by employers, academics and students worldwide, our qualifications will help you attract more learners, give them the quality assurance the CMI brand brings and, just as importantly, make them more employable in the global workplace.

“We are very excited to be working with the CMI. To be able to embed the benefits that CMI offers into our Accelerated Development Programme is of real added value for our participants going forward.

The significance of a British chartered institute is something that our international participants will recognise as a great advantage to them in the workplace.”

Arnold Longboy
Managing Director of Executive Education (EMEA & APAC)
University of Chicago Booth School of Business

CHARTERED MANAGER.

Looked up to, across all sectors.

Chartered Manager (CMgr) is the most prestigious status that can be achieved in the management profession. It demonstrates managerial competence and functional ability and provides recognition of professional management capability. Chartered Managers are consistent high performers, committed to current best practice and ethical standards.

“Chartered Manager differentiates us from our competitors. We employ bright people who aspire to learn. Our people see Chartered Manager as an investment in them by the company.”

Ian Marychurch, Managing Director, CGL

YOU BENEFIT

By offering your learners a preferential pathway to Chartered Manager, you are boosting their career development opportunities. As well as adding tangible value to your courses, it demonstrates your commitment to providing your learners with the best opportunities for development available.

YOUR LEARNERS BENEFIT

Employers value Chartered Managers and research shows that they are consistent high performers, committed to current best practice and ethical standards. Adding CMgr post-nominals after their name and degree will enhance your learners' profile, accelerating their career progression.

“83% say they are better managers after achieving chartered status.”

Mapping Management Excellence
May 2015

YOUR LEADERS BENEFIT

Chartered Managers are good for business. Qualifications prove that managers have the knowledge. Chartered Manager proves that they also have the skills and abilities needed to deliver results. Encouraging your staff to become Chartered Managers sets the highest of standards and drives a professional culture.

“Chartered Managers deliver £391,443 in added value to their organisation.”

Mapping Management Excellence May 2015

“Chartered Manager gave me the experience that has supported me a lot in my career.”

Reetu Kansal CMgr MCMI
Head of Partners and Institutions Assurance, University of London

Chartered Manager Degree Apprenticeship

As part of the Trailblazer programme, we have been working with leading employers and premier business schools to deliver the Chartered Manager Degree Apprenticeship.

The programme, created by leading business schools, CMI and employers, focuses on developing the capabilities of existing and aspiring managers, to deliver heightened results and drive best practice.

The Degree Apprenticeship will provide your university with a unique opportunity to develop new business streams by building stronger relationships with local businesses and accelerating your learners career development.

MEMBERSHIP & MANAGEMENTDIRECT.

A professional body and practical tools.



YOU BENEFIT

By providing access to invaluable content, influential local and national networks and online mentoring, you add value to your courses.

Learning doesn't just take place in the classroom. CMI membership for your learners and staff includes access to our highly-rated 24/7 online resource ManagementDirect.

Packed with thousands of resources including videos, learning journeys, checklists and e-books, it's indispensable while they're studying and invaluable as a life-long learning tool with structured CPD. Customisable to your university, it's a great resource to complement any existing resources you may have.

CMI membership provides practical support whenever you need it; tools and techniques to save you time; new ways to enhance your professional reputation; events and networks to develop your skills and keep up to date with the latest thinking.

"I can't believe I have only just discovered ManagementDirect. I have found such great value in the content, the features it has such as the learning journeys where you can save videos, research papers etc on any subject matter pertaining to leadership and management."

Khanyo Nxele, Ops HR Manager, Tongaat Hulett Sugar

YOUR LEARNERS BENEFIT

Access to CMI membership resources will support your existing learners through their programme and provide them with practical tools to help them learn and succeed. They will have the opportunity to attend regional and national events, giving them a chance to network with the best. Membership of a professional body demonstrates their commitment to personal development, making them more attractive to employers.

YOUR LEADERS BENEFIT

Academics can use resources from ManagementDirect to support their teaching, using its latest content such as CMI research to connect theory with current practices. Your managers can access a world of best practice and self-development tools at their fingertips, supporting all management levels, from the first line to the senior manager.

CURRICULUM ENRICHMENT.

Integral interactions and introductions.

YOU BENEFIT

Our goal is to support you in increasing student engagement and delivering the best experience for your learners.

Whether you need a speaker for a lecture or conference, are organising an employability fair, or need access to mentors, we will help you enhance your learners' experience by opening up our networks to you.

Facilitating links with our local network of volunteers gives you a chance to connect with business leaders in your area to form relationships that will benefit your learners. We will also make sure that you are the first to hear about our latest thought leadership so that you are always up to date with the latest trends in management.

To enhance your students' experience and make them more employable, our partnership offer includes additional elements which will add further value to their learning. We have developed a range of interactions which we believe will support their development and enrich their experience.

YOUR LEARNERS BENEFIT

Understanding the theory is great but knowing how it is applied in the workplace will really help to embed the learning.

We will support you in connecting with CMI's members who have a wealth of experience and practical knowledge, to support your teaching.



ACADEMIC ENGAGEMENT.

Developing your capability.

To attract the best students you need to employ the best academics, lecturers and researchers to deliver the best learning experience. The recent announcement of the creation of a Teaching Excellence Framework (TEF) ensuring all students receive an excellent teaching experience to drive up engagement and prepare them for the world of work emphasises even more the need for universities to recruit the best staff and, to ensure retention, invest in their development.

In an increasingly global employment market, demand and competition for highly qualified academics has intensified, which means recruiting and retaining the most talented and knowledgeable staff is an ever-increasing challenge.

The academic engagement element of our partnership with you means you can offer your academics and support staff preferential rates on membership and Chartered Manager, premium networking opportunities,

access to the latest CMI research and add further value by accrediting your internal staff development programmes. It enhances your staff development offer and can be critical in your ability to recruit and retain those who will play a key role in your university's success.

Attract the best. Retain the best. And watch your talent grow.

YOUR SUCCESS IS OUR SUCCESS.

In it together, winning together.

By attracting more learners and making those learners more attractive to employers your institution will grow.

Our partnership with you will help do that.

We will work hard to make the partnership work – supporting you and your students to ensure we all feel the full benefit.

We'll make sure you get the attention you need with a dedicated Relationship Manager who will help you to maximise your partnership with CMI. They will be your first point of call and will keep you updated on our latest developments and research.

Marketing support is available to make it easy for you to promote CMI's benefits to relevant stakeholders. From advice on incorporating CMI's products into your marketing materials, to communicating opportunities available to existing learners, we will work with you to enhance your offering.

That's our partnership promise.



LINKING UP.

Let's meet – and take it from there.

Our partnerships are both flexible and straightforward.

We can agree them quickly and implement them promptly.

But first things first.

Let's get together to talk about the possibilities that see everyone win.

Call +44 (0)333 220 3141

Email partnership@managers.org.uk

Visit www.managers.org.uk/hepartners

Chartered Management Institute

77 Kingsway,

London, WC2B 6SR

Registered charity number 1091035

Incorporated by Royal Charter

