

CREATED IN PARTNERSHIP WITH DE MONTFORT UNIVERSITY

# SENIOR LEADERS MASTER'S DEGREE

## LEVEL 7

Apprenticeship Standard

### WHO WILL THIS PROGRAMME BENEFIT?

Business leaders and those in managerial positions who are looking to develop modern, strategic leadership skills, enhance personal effectiveness and resilience and build on their existing practical skills in management with the latest theoretical knowledge. Delegates who successfully complete this programme will be better equipped and better placed for employment progression opportunities.

The Bauer Media Senior Leaders MSc programme, created in partnership with De Montfort University, will address and equip delegates for the perceptible change in what good leadership looks like, against the backdrop of cultural shifts that include agile working, better management information/ analytics, the impact of digital technologies and unprecedented economic and social change.

### HOW LONG DOES IT TAKE?

The expected duration of  
the programme is  
**22 months**

### WHAT DOES THE CONTENT LOOK LIKE?

Topics covered are mapped to the key knowledge, skills and behaviours set out within the Apprenticeship Standard, and will include:

- Lead yourself first: foundations for successful leadership
- Creativity, innovation and entrepreneurialism
- Cultivating high performing teams
- Organisational strategy
- Organisational resilience and sustainability
- Legal, compliance and finance
- Change management
- Building collaborative relationships
- Research methods
- Work-based project

### WHAT DOES IT INVOLVE?

- 2-day interactive face to face workshops every 8 weeks with our industry-expert Bauer Academy and De Montfort University tutors and guest speakers
- Set assignments and independent learning
- Regular mentoring calls and meetings with a professional Bauer Academy development coach
- Elements of the programme will include other methods including flipped workshops, e-learning modules, webinars, and additional mentoring

More overleaf...



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## ASSESSMENT AND QUALIFICATIONS ACHIEVED

End point assessment follows the successful completion of the MSc and consists of:

- Project showcase – a work-based project including report, presentation and questioning
- Professional discussion – based on a review of a portfolio of work completed during the programme
- After successfully completing this programme, delegates will have achieved the Bauer Media MSc and the level 7 Senior Leader Master's degree Apprenticeship certificate.

## WHY THE BAUER ACADEMY AND DE MONTFORT UNIVERSITY?

The Bauer Academy is a Government-registered training provider, on the Register of Apprenticeship Training Providers. We work with clients to ensure that the Apprenticeship levy delivers brilliant outcomes for their people and their business.

We are uniquely positioned inside Bauer Media, one of the world's largest media businesses. In the UK, Bauer Media reaches 25 million consumers through multi-platform brands that include KISS, Absolute Radio, Grazia, Empire and Magic and we operate from over 20 locations.

As well as delivering Apprenticeship Standard programmes for Bauer Media, we work with external clients including ITV, the7stars, Sue Ryder and Double Negative. The majority of our Apprenticeship Standard programmes are designed for upskilling existing staff at various levels of experience and seniority – although we can also help with recruiting and utilising the Apprenticeship levy for entry-level Apprenticeship vacancies too.

De Montfort University Leicester is a globally respected further education institute offering higher and degree level Apprenticeships, as well as under-graduate, post-graduate and foundation degrees.

DMU has a growing international reputation through its pioneering #DMUglobal programme, which has seen more than 10,000 DMU students enjoy global experiences linked to their studies in cities around the world, including New York, Barcelona, San Francisco and Berlin.

