

Work-Integrated Learning: Building the Future with Professional Apprenticeship

Work-Integrated Learning (WIL) is an educational approach that combines students' academic experiences with real-life work experiences to improve their knowledge, skills and employability. The WIL was embedded in the marketing subject where 190 students who went through the industry projects for 14 weeks. The initiative was successful as students are able to understand the industry current problem and provide market insights and solutions to the companies. The employers were impressed with the students' performance because the solutions and market insights were very useful to the companies.

Problem Statement

- Students struggle to understand the current industry trends and the skills needed from a fresh graduate.
- Employers struggle to solve their company problems

- To ensure that WIL emphasizes the experiential learning opportunities where students can achieve real-life industrial problem while companies receive market insights and solutions.

Lingage between academic knowledge and professional practices

- Students learn theory from the course subject.
- Eg. "Learning Outcome, Learning Assessment, Learning Plan"

- Lecturer selects the suitable employers
- Lecturer conducts Mentoring

- Employers and Industry Practitioners provide current industry problem, case study, guest lecture and job opportunity to the students.

Academic Field

Academic staff develops new knowledge in their field of specialization

Education Field

Discipline-Oriented

Academic staff selects academic concepts for their students, devise methods of teaching and assessment that are appropriate to students' conceptual development.

Professionally-Oriented

Academic staff selects professional employer, devise methods of teaching and assessment that are appropriate to students' professional development.

Professional Practice

Professionals transfer knowledge and students directly work on providing solution and fresh idea for the employers.

Figure. A professional knowledge system in a WIL approach

- Lecturers meet the employers to get the current industry problems and embedded it into students assignment.
- 190 students took 14 weeks to complete the project.

Method 1

- Week 1, Employers brief students the industry problem and provide samples for students.
- Week 7, students are required to present their progress to the employers. Some employers will conduct guest lecture to the students.
- Week 14, Students conduct their final presentation to the employers.

Method 2

- Week 1, Lecturer briefs and brainstorms the students about the employer problem that they are facing.
- Week 14, employers come to the campus to provide guest lecture while students present their market insights and provide recommendations to employers.

Recognition (Employers)

Ow Mun Waei¹, Phuah Kit Teng, Khoong Tai Wai
 Department of Marketing, Faculty of Accountancy, Finance and Business,
 Tunku Abdul Rahman University of Management and Technology, Malaysia.
 Email:owmwn@taru.edu.my



- Students provide useful recommendations using Design Mobile Application
- Students provide ideas for rebranding and advertisement.

Commercialization Potential (Design Mobile Application)

Commercialization Potential (Rebranding and Advertisement)

Recognition (Students)