



## Zooming into CWIE (Cooperative Work Integrated Education) Models: Serie 1-2024

### *Designing a work-based learning in an MBA class to develop generic skills, Tips from the Trenches*

**Date:** Monday, 29 April 2024

**Time:** 10h00 - 11h30

**Zoom:** <https://zoom.us/j/97274129680?pwd=ZmZMZWVVZmJVaTJTdGVZSHdEYVpaQT09>

**Mode:** Virtual

**Registration Link:** <https://forms.office.com/r/cZNCeHP2fc>



**Dr Johan Jordaan**  
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#### ABOUT THE PRESENTATION

Dr. Jordaan started experimenting in his MBA class with "community projects" in 2013. Between 2013 and 2023 about 130 organisations benefitted from these projects, some of them reporting major changes in their financial situation. In 2016 the community projects were expanded to workplace learning projects with the same level of success. International accreditation panels reported on the unique value that service-learning has brought to the business school, community, and students. Hundreds of MBA students also commented that these projects were a life-changing experience.

In all the benefits outweigh the costs of action learning projects by far. In this talk, Dr Jordaan will explain where to start on the journey to service-learning and workplace learning. He will also introduce you to the structure he includes in these projects, the pitfalls and how to avoid these pitfalls.

#### ABOUT THE PRESENTER

Dr. Jordaan started his professional life as a Mathematics and Physical Science teacher. Then he worked at Sasol Waxes as a research scientist, process engineer, area manager, applications manager, business manager and sales manager, before starting his own consulting business, focusing on strategic consulting and training.

He later ventured into construction, before entering academia as a lecturer in Operations Management at the NWU Business School. His research focus is all elements of operations management, project management and business education, but especially teaching and learning in higher education, which was also the topic of his PhD dissertation.

At the end of 2023 he retired from the NWU but presently he teaches E-business and Customer-Centric Innovation at Johannesburg Business School and Operations and Technology at Millpark Business School.

His publications include three articles and 55 accredited conference papers. He has supervised 165 MBA theses and one PhD and currently supervises seven MBA students and three PhD students.

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