



Case Study: Niki Melelaou

THE INSTITUTE FOR WORK BASED LEARNING (IWBL)

Work Based Learning at Middlesex University is a modern way of providing university-level learning in the workplace. As every place of work is unique, IWBL offers customised learning programmes tailored to the specific needs of the organisation and the individual.

Work based learning changes lives and improves businesses, through work, in work, for work, at work.

WBL studies benefit all business sectors and industries, individuals and organisations.

IWBL recommends that organisations should work strategically to support and achieve their overall business goals; aligning learning interventions with organisational strategy. A strategic approach to Learning, Training and Development for your staff will develop a more skilled, motivated and loyal workforce, better able to respond in a changing world.

Learning is work based, and will be tailored to meet the specific requirements of an organisation, so that new knowledge and skills are highly relevant. You'll be able to offer the same standard of training across your organisation, even on a regional or national basis.

In WBL studies work experience plays a key part, utilising both previous and current experience. We assess prior learning in the workplace for academic credit. This may form part of a programme, reducing the length of time and number of modules needed to achieve a target qualification. Work based learning formalises a range of real activities, bringing them together in the overall learning process.

Work Based Learning (WBL) can be most

simply described as achieving learning through work and can be undertaken in many different ways; it describes a situation where the majority of the learning takes place away from a classroom. This does not mean that that all the learning takes place "on the job"; it still involves research, investigation, analysis, evaluation and reflection, and it does require the investment of personal time - all the things that are expected in an academic programme.

We offer Work Based Learning at every level of Higher Education:

- Accreditation of your in-house programmes
- HE Certificates and Diplomas
- Foundation Degrees
- Honours Degrees (BA, BSc)
- Post Graduate Certificate and Diploma (PGCert, PGDip)
- Masters Degrees (MA, MSc, MProf)
- Research Degrees (MProf, DProf)

IWBL pioneered the development of work based learning at higher education level, and is a nationally recognised Centre of Excellence and a Queen's Anniversary Prize winner

Benefiting Business

WBL provides excellent development routes for the key people in the business. Its focus on increasing personal and business performance is intended to bring benefits straight away.



Middlesex Organisational Development Network

Working with our MODNet partners we offer a portal for organisations seeking learning solutions from initial Entry Level to Professional Doctorate level, Level 1 to Level 8. This is a specialist advisory service on the use and development of learning as a resource to achieve business objectives. IWBL offers accredited training, research and consultancy services; we can also accredit existing in-house training and extend its impact through customised work based projects.

Contact IWBL Business Development to discuss how WBL can start supporting your objectives.
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W www.modnet.mdx.ac.uk

Niki Menelaou is a Lecturer and Director of the International and Public Relations Office at the Frederick University, Cyprus and completed her DProf with the Institute for Work based Learning in 2008. Niki comments that 'My DProf was the passport to the University I now work at. Without this title I would not have been able to be appointed as a lecturer in the Journalism Department –School of Humanities and Social Sciences'.

'My Work Based Learning degree and Professional Doctorate enabled me to be in the position to appreciate learning in the workplace and focus on insights that arise at work. The combination of empirical and academic knowledge that I gained proved to be of enormous importance for me, as I now feel more confident with a rounded knowledge in my field of interest. Frederick University offers courses for which practical learning/learning that comes from the workfield is equally as important as academic learning gained from bibliographical sources and teaching. The University is also using me as a link tutor for students that follow work based learning programmes of studies'.

Asked about her main learning from her studies, Niki comments, 'I was taught to collaborate with others, to take the role of a researcher at work, to take into account ethical considerations both when undertaking research and at work. These qualities, combined with many others that I gained by joining the above mentioned programmes of studies, shall always be part of my professional practice'.

Her research into in Cultural Administration and Policy has resulted in a number of the recommendations now being followed by her former organisation.

Middlesex University pioneered work based learning at Higher Education level and since 2005 has been a nationally recognised Centre for Excellence. Work based learning is defined as: "A modern way of creating university-level learning in the workplace". It provides a flexible learning experience that is delivered through work, in work, for work, at work.

As every place of work is unique, the Institute offer customised learning programmes tailored to the specific study programmes are flexible and may be undertaken in a style and at a pace suited to employee needs and ability.

By investing in Learning, Training and Development (LTD) for staff an organisation will develop a more skilled, motivated and loyal workforce, and the opportunity to operate at the cutting edge, better able to respond to a changing world – with tangible results.

Learning will be work based, so that new knowledge and skills are highly relevant to the organisation. Learning will be tailored and flexible enough to meet your specific requirements. You'll be able to offer the same standard of training across your organisation or even on a regional or national basis.

David Williams, Head of Business Development confirms that 'programmes start with what you know now and where you want to get to. They are modular, part-time study, and focused on real work based projects designed to offer maximum benefit to the organisation, with accreditation of the knowledge and skills built up over a career.

The University also offer accredited training, research and consultancy services; we can also accredit your existing in-house training and extend its impact through customised work based projects'.

To discuss how this modern way of creating university-level learning in the workplace can be applied to develop your staff and meet your organisational objectives contact:

Please call or email IWBL Business Development for more information:
T 020 8411 5050
E business@mdx.ac.uk
W: www.mdx.ac.uk/wbl

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"Rather than expressing frustration over management and individual capabilities, business leaders must implement effective learning and development programmes, and performance management tools to enable them to enhance their performance."
IWBL, 2008