

ACADEMIC LEARNING IN A REAL WORLD WORK ENVIRONMENT

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ABSTRACT

Learning is a complex process in which, at the most basic level, an individual gains knowledge and experience. The goal of higher education is to meet the formal training outcomes required to facilitate student career preparedness (McHugh, 2013). Therefore, it requires a deliberate selection of learning strategies designed to meet the needs of the learner and employment population. At the higher educational level, richly sophisticated learning practices, such as Experiential Learning Methodology, are used with great success. This paper presents an introduction of Experiential Learning Methodology and provides a case study and participant survey detailing its use at the higher educational level.

Keywords: *Instructional Methods, Experiential Learning Methodology, Business Education & Real World*