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JBS
JOHANNESBURG
BUSINESS SCHOOL



UJ-TVET-HEIs Entrepreneurial Project

PARTNERSHIP

Partners in South Africa

University of Johannesburg
Majuba TVET College
Vhembe Further Education Training College
Mangosuthu University of Technology

Partners in Europe

Pixel, Italy
University of Peloponnese, Greece
Universita Di Pisa, Italy

Addressing Future
Jobs Through
Entrepreneurial Skills
Development and
Work-Integrated
Learning



CONTEXT

The Capacity Building in Higher Education (CBHE) action supports international cooperation projects that enhance higher education systems in eligible third countries. These projects contribute to the EU's Global Gateway strategy by addressing global challenges and fostering sustainable partnerships. In particular, CBHE aims to promote sustainable growth and job creation by improving employability and addressing the mismatch between education outcomes and labour market demands, ensuring that higher education institutions equip graduates with relevant, future-oriented skills. The Project is led and implemented by the Johannesburg Business School within the University of Johannesburg. The action is expected to contribute to the overarching priorities of the European Commission.

OBJECTIVES

The aim of Addressing Future Jobs (AFJ) project is to enhance the employability and entrepreneurial skills of graduates in entrepreneurship, business management, accounting, marketing and agriculture by building the capacity of educators within South African higher education institutions (HEIs) to provide education aligned with labour market demands.

Specific objectives are:

- Equip Higher Education educators and lectures with the necessary skills, practical teaching tools and methods to introduce and consolidate the development of students' entrepreneurial skills and spirit
- Promote Work-Integrated Learning in Entrepreneurship Education in South Africans' higher education programmes and lessons and supporting the establishing of stronger partnerships with businesses
- Provide the staff working in the Career Centers with skills, competences and operative guidance tools for enhancing the effectiveness of their support to students and future graduates in finding better jobs and in developing their own businesses

Expected results:

- Lecturers and career centers from South African Higher Education institutions involved and benefiting from the participation in transnational and national workshop to build their skills and competences

TARGET GROUPS

South African Higher Education Lecturers: South African HEI educators across various disciplines including entrepreneurship, business management, accounting, marketing and agriculture who require practical tools and methodologies to enhance their teaching.

Students from South Africa: Benefiting from the participation in the national workshops organised.

ACTIVITIES AND RESULTS

Availability of a set of guidance and operative tools adapted to South African needs:

- Teaching tools such as role-playing, case studies, and startup pitch simulations to promote students' entrepreneurial spirit
- Guidelines for incorporating entrepreneurial-oriented education
- Guidelines for incorporating WIL into curricula
- Toolkit to develop collaborations between HEIs and businesses.
- Validated operational tools and guidelines for Career Centers to provide sustainable student employability and for fostering self-employment opportunities
- Business Incubator Package to guide students in creating business plans, setting up start-ups, and sustaining entrepreneurial ventures

INDICATORS

- 20 lecturers from South Africa are involved and benefit from the participation in the transnational-based workshop for the common reflection and transfer of practices on methods and techniques to develop students' entrepreneurial skills
- 80 lecturers from South Africa benefiting from the national workshops organised by the South African HEIs to transfer the competences acquired during the international training course
- 40 students from South Africa are benefiting from the participation in the national workshops organised by the partner HEIs to involve them in the adaptation and evaluation of the output contents to their needs
- Acquisition by the 100 lecturers of the necessary knowledge and pedagogical skills to develop students' entrepreneurial skills through experiential learning and international-oriented entrepreneurship education
- Availability of a set of at least 20 teaching tools, such as role-playing, case studies, and startup pitch simulations, as part of the training based on the best practices on the matter at the European level and adapted to the South African context and needs
- Availability of Guidelines for incorporating entrepreneurial-oriented education into the curricula

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