

## **ABSTRACT**

The Apprenticeship type of learning which had been prevalent for learning a trade was later metamorphosed into practice by students in higher education after the completion of a course. When the education potential of industries was studied it became necessary to test this mode of learning for its effectiveness as a learning strategy. The universities in India had been, during the last three decades, trying in vain to establish university-industry link. The students in higher education especially in professional course are still unable to cope with the industrial situation even after entering a profession. From this it is assumed that the basic skills common to all professional courses and also non-professional course in higher education must be developed systematically during schooling so as to enable the students in future to apply those skills to cope with the industrial and technological environments. The investigator therefore prepared an Apprenticeship-Type Learning (ATL) Model and tested it with the usual instructional methods (i.e. Direct Instruction) found in classrooms. The ATL Model was found more effective than the Direct Instruction not only for the academic achievement but also for the development of the basic skills required for professions.