

Building Universities on Compassion, Knowledge and Skills (Bucks): Case Study of Limkokwing University towards Sdg (Sustainable Development Goals)

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1. Introduction

It is important to build an institution with proper vision. Institution here refers educational institutions. For a nation to be developed, there needs to strong educational institutions (Valliappan Raju & Poh Phung, 2019). Developed nations has a significant role of educational system which had ultimately made them as super power. There is a general view that great nations have great universities. This motivates significant public and private investment both in universities. Unfortunately, these days much of the focus is on universities promoting economic growth. However, people think that it is equally important to note the contributions that universities can make to culture, political stability, and positive social change (Ross H., n.d.). In every country the quality of institutions decays with ranking. In different countries that decay rate is different. Roughly the rate decreases from Malaysia to Australia to the USA.

1.1. Bucks Model

BUCKS model is the abbreviation of ‘Building Universities on Compassion, Knowledge and Skills’ is derived from early phenomenon. The authors want to ask if academic research is able to help re-create the education systems which will enable future generation to gain the compassion, knowledge and skills which they will need. Moreover, an argument of basic issues for education research that are much broader than those usually embraced by the academic education research community, is dealt in this research paper after reviewing earlier researches. (Porter, 1997).

2.1 Literature Review

There were several literatures found on building institutions both in academic perspective and in business perspective. This research is predominantly derived in academic point of view than in commercial terms. Compassion, Knowledge and Skills were given high importance in these due to its weightage on developing institutions were high.

2.1 Compassion

Vitality of compassion is well recognized and so far it has been receiving high research attention. However, there is lack of idea on definition and a paucity robust measures of this variable. According to the Oxford English Dictionary, the word “compassion” stems from the Latin “compati”, meaning “to suffer with” Without an agreed definition and adequate measures, it would not be possible to study compassion, measure compassion or evaluate whether interventions designed to enhance compassion are effective. Compassion consists of six elements: recognizing, empathy, understanding the universality of human nature, feeling for the person suffering, tolerating uncomfortable feelings, and motivation to act/acting to alleviate suffering (Grover & Kar, 2017). More specifically, in their review of compassion within organizations, argue that compassion consists of three facets: noticing, feeling, and responding (Chang, 2020). ‘Noticing’ involves being aware of a person's suffering, either by cognitively recognizing this suffering or by experiencing an unconscious physical or affective reaction to it. Limkokwing University has built it base in Africa extremely on compassionate grounds. It is understood that many institutions and companies have not had futuristic plans to establish their business models in Africa due to minimal takers. In spite of further more challenges in academics, Limkokwing University has built its campus in Africa due to the affection and sense-of-belongingness that the University boasts towards Africa . This was well received among the community of students in Africa.

2.2 Knowledge

It is widely thought and claimed that literature embodies or confers certain epistemic values. What this amount to is phrased differently by different people: literature provides knowledge and understanding, it promotes insight, it embodies knowledge and understanding, it gives us new perspectives, and it opens up windows on the world. Literary studies, as an academic discipline with more resources in terms of time, energy, and expertise than ordinary reading of literature, can bring out those specific epistemic values. This view about literature and literary studies is often called ‘cognitivism’ or ‘humanism’. These were the grounding facts in Limkokwing University (Lalwani et al., 2020). A University needs to have high caliber of manpower with proficient knowledge. Unless ‘knowledge’ is available in abundance in a campus, it would not be possible to share the same to students. Having campuses in thirteen locations (or nations), it can be consolidated that Limkokwing University is a knowledge hub.

2.3 Skills

It is said that, for Success one needs to have ‘ask’ principle. It is about attitude, skills and

knowledge. Skills play an important role prior to knowledge. Whatsoever knowledge one has, it would not be possible to exhibit performance if there are no skills. This applies to institutions as well. Limkokwing University, apart from cultivating knowledge among their students, the recognition for 'skills' are extremely vibrant. TVET (The vocational educational training) was triggered as one of the key models in Limkokwing University. Focus on building skills is a core motive in Limkokwing University (Poh Phung et al., 2019).

3.0 Research Methodology

In this research qualitative method has been adopted. Since the research is to measure the psychological aspect of students in Africa, 'observation' was the primary instrument and semi-structured questions were framed for the purpose of asking questions to respondents. Hence 'semi-structured' questions became research instrument. Sample size of 14 students in Africa was considered. This was based on Marshall, 2015 who highlights that any number of samples is acceptable for qualitative as long as the respondents are screened in line with need of the research (Chetty & Phung, 2018). These 14 students were contacted virtually as due to pandemic period, the researcher was unable either travel to Africa or to have a direct contact with respondents. These 12 respondents were from Africa, however, some of them were in Malaysia, Singapore and Brunei. Due to research ethics the names of students and their Universities are withheld in this report.

The respondent's responses were analyzed thematically later after data collection.

3.1 Introduction – Limkokwing University

This research aligns with the case study of Limkokwing University as the BUCKS model is been constructed after vetting its vitality. With the fraternity of 30000 over students studying at Limkokwing University's various faculties, the University has campuses in Kuala Lumpur, Melaka, Kuching, Botswana, Cambodia, Lesotho, Sierra Leone, Eswatini, Uganda, and the United Kingdom. Dr. Tan Sri Lim Kok Wing is the president and founder of Limkokwing University of Creative Technology (LUCT). He is a Malaysian artist, designer, author, entrepreneur, educationist and philanthropist who is officially recognized by the Malaysian government as the Father of Innovation in Creative Education. The university has been granted a number of awards which makes the institution distinguished from other Universities (Awaja et al., 2018). Few were like, Global Innovation Leadership in Education, in the year 2016; Outstanding Achievement in Web Development for Education Standard of Excellence, Portal Standard of Excellence, University Standard of Excellence, in 2010; The International Arch of Europe Award for Quality, Leadership, Technology and Innovation; In

April 2017, the Accreditation Service for International Colleges and Universities (ASIC) from the United Kingdom bestowed Limkokwing University with the Global TVET Model University Award.

3.2 Limkokwing University on SDG

The following data has been retrieved from the University's publication catalogue, viz. Uniting World through Institution: Dr Lim Kok Wing on Sustainable Developmental Goals, 2019 which enumerates the accomplishments of Limkokwing University towards sustainable developmental goals

No.	Goal	Accomplishments
1.	No Poverty	In countries where poverty eradication are urgent issues, Limkokwing University places innovation, creativity and 'smart technology' at the heart of its academic agenda and designed innovative TVET programmes. This empowers students with the skills they need to be job creators rather than job seekers.
2.	Zero Hunger	Students at Limkokwing University's African campus are often the first in the families to attain a tertiary education. They are imbued with technical and practical skills as well as digital skills and entrepreneurial knowledge, which upon graduation, empowers them to break cycles of poverty and work towards zero hunger in the communities they live.
3.	Good Health and Well-being	Limkokwing University is committed to the establishment of ICT centre for people with disabilities including autism. This has been established at Limkokwing Botswana campus.
4.	Quality Education	Limkokwing University is known for its motto 'Be the Best' and 'Be Proud to be a Limkokwing Graduate. With students enrolling across 3 continents, Limkokwing University is the place for 30,000 students from 160 nations. Teaching, Innovation, Placements, Research and Discipline are the main focus areas of Limkokwing University.

5.	Gender Equality	The gender gap in Limkokwing universities in Africa in particular has tilted in favour of young women. At enrolment there has actually been a higher intake of young women in the last decade. This is the result of increased access to tertiary education and the variety of programmes delivered that empowers them. A gender balance is also achieved in graduate and post graduate programmes and students are encouraged to further their education at PhD levels. At many of the Limkokwing University campuses in Africa and Asia, women are seen as being the majority in graduate and postgraduate levels.
6.	Clean Water and Sanitation	Evidences from Limkokwing University campuses prove the measures taken for offering hygienic and healthy environment. Limkokwing University campuses in Africa are to be considered as best for health factors.
7.	Affordable and Clean Energy	The alternative energy concept is well accepted among Limkokwing University campuses and thus promotes affordable and clean energy.
8.	Decent Work and Economic Growth	Limkokwing University's ground-breaking education system, through an innovative global education, immersed in creativity and inspired learning and the empowerment of students with the requisite digital skills have made them partners in the economic and social development of their countries. The Limkokwing Entrepreneurship Acceleration Platform (LEAP) is aligned with specific countries' growth agendas.
9.	Industry, Innovation and Infrastructure	Limkokwing University has allocated appropriate space and equipment of the centre, while relying on UNESCO Institute for Information Technologies in Innovation and Infrastructure

10.	Reduced Inequality	The UNESCO Institute for Information Technologies in Education – UNESCO IITE and Limkokwing University of Creative Technology has implemented new ICT solutions in education for people with disabilities and will promote the innovative use of ICT in line with the Sustainable Development Goal 4 (SDG 4). In collaboration with the Limkokwing Foundation for People with Disabilities, it will continue to develop ICT centres for people with disabilities and those who are disadvantaged in all the campuses established on three continents. The centres will provide greater access to tertiary education and vocational training for individuals living with impairments, equipping them with the ability to harness their talent in pursuit of realising their true potential.
11.	Sustainable Cities and Communities	Limkokwing University graduates are industry-ready and are recognised as the human capital needed to change their countries' economic and social landscape and build healthy cities and communities. They are the generation that will change the way people think and change things for the better in their respective countries and be driving forces of change.
16.	Peace and Justice Strong Institutions	For the past five decades, the University's founder/President Tan Sri Dato' Sri Paduka Limkokwing has dedicated his time to lifting up the lives of others. In Africa and Asia, through the universities he has established there, he has provided access and opportunities for education on a philanthropic model by reducing fees and offering millions in scholarships. Landmark partnerships have been set up with UNICEF, UNESCO, UNDP, UNHCR and other world organisations to promote world peace and understanding across 160 countries. The University is a member of UN Academic Impact.
17.	Partnerships to achieve the Goal	Limkokwing University has engaged and cooperated with interested International Organizations to ensure no one is left behind in achieving the sustainable development goals.

4.0 Data Analysis and Results

For this study, three distinguished variables were tested after collecting data from respondents. They were compassion, knowledge and skills (Hmedan et al, n.d.). It is identified that these variables are solely responsible for an institution to grow in terms of reputation and market-share. After an extensive literature, these were tested through qualitative approach.

14 respondents were highlighting the merits of compassion, knowledge and skills as hardcore

principle for institutional growth. Following are the excerpts of the observation.

Compassion – A kind of empathy blended with gracefulness to own the difficulties of others, is called as Compassion. Institutions with compassion are held high among their audience. In the case of Limkokwing University, it was found that their African campuses boast voluminous compassion. This ‘compassion’ is uniquely dealt with top-management.

Knowledge – This goes without any claim, a less knowledgeable environment is usually discouraged from their audience or customers. And to build institutions, there has to be a knowledge-bank in institutions. Limkokwing University has such initiative called ‘Knowledge Research Centre’ which remains as capturing body where all published articles are archived in it.

Skills – In any institution, skill development constitute a major transformation. Limkokwing University has been the pioneer in TVET to educate aspirants on technical courses. Skill building is one important measure that is commonly done in all institution. Limkokwing University is no exception of this.

5.0 Conclusion

Through this research paper, the study on BUCKS (Building Universities on Compassion, Knowledge and Skills) has been dissected in depth to understand its importance and relevance. It is concluded with connotation that for institutions to progress, they need to have the above mentioned elements with prominent blend.

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