INTELEC2023
INNOVATIONS IN TEACHING & LEARNING COMPETITION

USM UNIVERSITI SAINS MALAYSIA | APEX

Embedding University Social Responsibility in Pedagogy

Category -1

ABSTRACT

University Social responsibility encompasses the concept of extending the educational mission and commitments of academic institutions for the benefit of society through -

(1) Teaching

(2) Research

(3) Service

(4) Partnership

This paper argues *Study Tours*, a prerequisite to many fields of Humanities and Social Sciences such as Anthropology, Sociology, Geography, Linguistics, History, Economics, etc. can serve as a mean of implementing the University's social responsibility.

OBJECTIVE

- **Academic tours to interact with indigenous community**
- **Understand the needs and create empathy toward indigenous culture**
- **The indigenous communities realize importance pf their language and culture**
- **Learning outcome- able to implement the knowledge in real time**

ADDED VALUES

- **Add resources such as knowledge about indigenous and minority communities**
- **Value Education- Curriculum based on local elements, occupation, Flora, Fauna, Language**
- **Involve minimal cost because study area is the adjoining areas of the University**
- **Awareness about the linguistic and cultural diversity of the region.**

USEFULNESS

- Successful efforts in education, livelihood and sustainability
- Implementation in community tourism and eco friendly products and services
- Sustainable livelihood for indigenous community members
- Training communicative skills and creating package tours for tourists.

COMMERCIALIZATION POTENTIAL

- Academic social responsibility-a novel approach to the improved society [banik, A., Mitra, A. (2021)].
- Market oriented course design
- generate income and sustainable livelihood
- Bring industry partners
- Invite foreign investment

Circle diagram: Sustainability (center) — Interaction, Exchanging Knowledge, Need Identification, Program Development, Implementation, Academic tour

RECOGNITION

Conference Paper

Saha, A. (2018). Fieldwork as a tool for building up 'Academic Social Responsibility', at International Workshop on Academic Social Responsibility Jadavpur University, Kolkata on July 26 and 27, 2018, University of East Anglia. DOI: 10.13140/RG.2.2.31790.77129.

Grant (External)

Mapping Multilingualism in Kolkata through Fieldwork in Collaboration with University of Exeter, United Kingdom (International Total Amount Approved (RM) 12,767.88 Track Research; Sustainable Development Goals (SDGs) Goal 11: Sustainable Cities and Communities.

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