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## Quality of Higher Education : Improving the Well-being through Humanizing Digital Entrepreneurship Program (Article)

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### Abstract

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This paper describes the intent of learners to acquire university education, the basis for selecting study courses, the means to assess the quality of higher education, what the challenges faced by the learners are, as well as suggestions for improvement. The design and system thinking approach has been adapted to address the well-being issues of B40 young people in Bangladesh, through understanding their need, followed by building conceptual business models using modeling tools, i.e., Business Model Canvas (BMC) and Value Proposition Canvas (VPC) model. The main objective of this paper is to investigate the contribution and the role of a Malaysian University to solve problems of quality of higher education in Bangladesh and what initiatives should be taken to overcome this problem. This paper offers a validated conceptual Malaysian University of the Future (UotF) business model with the focus on international community engagement programs to help Bangladeshi students to acquire knowledge, abilities, skills, and values toward developing a harmonious and sustainable society. The contribution of this paper is the presentation of a conceptual, validated business model in both BMC and VPC formats. This conceptual business model can further be applied to civic engagement operations by other universities. ©Copyright: The Author(s) This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<https://creativecommons.org/licenses/by-nc/4.0/>) which permits unrestricted non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

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