

## Examining the Strength of Diversity in the Catholic University Institute of Buea (CUIB) – The Entrepreneurial University

Evaristus Nyong Abam\*

Catholic University Institute of Buea, College of Business and Technology, Department of Travel Agency Tourism and Operation Management, UK

### Abstract

Diversity means understanding that each individual is unique, and recognizing our individual differences and it involves the following dimensions: race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies. It involves the means of being able to learn from people from all different walks of life, whether it's a difference in culture, religion, education background and you are being exposed to these different experiences and perspectives. Diversity should challenge people to not only be tolerant of others, but to try to learn from them. Each Individual brings diverse perspective, work experience, life style and culture and the strength of diversity is of course a source and driver of innovation, diversity is a "big idea" in University and in the community. Faculty, staff and students of the Catholic University Institute of Buea (CUIB) will be able to experience and learn from their peers in a way that they have never encountered before as a result of this diversity.

**Keywords:** Diversity; Social diversity

### Introduction

When many people think of diversity, they think first of ethnicity and race, and then gender, diversity is much broader and it involves those Human qualities that are different from our own and outside the groups to which we belong, yet present in other individuals and groups [1].

According to Rev. Fr. (Dr) Nkeze George, President of the Catholic University Institute of Buea (CUIB) it's important to understand how these dimensions affect performance, motivation, success, and interactions with others institutional structures and practices that have presented barriers to some dimensions of diversity and which should be examined, challenged, and removed.

Diversity also comprises a wide variety of other differences, including work experience, parental status, educational background, geographic location etc. and managing diversity means more than simply observing legal and policy requirements.

CUIB knows value and affirm that social diversity contributes to the richness of the Catholic University Institute of Buea community and thus boosts the quality of campus life for individuals and groups, also the university institute take pride in its achievements and celebrate its differences [2].

### Background of the study/company review

The Catholic University Institute of Buea (CUIB) South West Region, Cameroon, was approved as a non-profit making university in two separate letters.

The authorization to create CUIB on 09/01/0194 of 11 June 2009 and the authorization to start was signed by the Honorable Minister of Higher Education Prof Jacque Fame Ndongo by decision no 10/02173/N/MINSUP/DDES/ESUP/SAC/NJE/ebm dated 26<sup>th</sup> of May 2010.

Its primary purpose is to train professional servant leaders with moral and spiritual values so that they may be responsible to their communities. The proprietor/chancellor of the Catholic University of Buea is the Bishop of the Diocese of Buea.

In June 2011, another arm of the University, the Business and Research Park was created as a legal entity of its own by the Cameroon

laws no RC BUC.2031-B023 with the name CUIB-Centre for entrepreneurship research and innovation [3].

From the President's message of 2015/2016 academic year, he reiterated that anyone who steps into the CUIB campus will notice that CUIB has a strong sense of community and campus pride. It clearly makes a difference in the lives of students and the surrounding communities in Buea. The students, staff and faculty go out weekly to carryout volunteerism in surrounding communities. Just five years old, the rest of the country has begun noticing its accomplishments through its students who are not only likeable and humble but are strong academically as they can compete with their peers internationally and win internal awards. Examples include, the Tony Elumelu entrepreneurship awards, the Anzisha award etc.

The Catholic University Institute of Buea Sport Academic (CUSA), Went operational in December 2014 with authorisation no 1106/G37/C84/VOL II/SAAJP with the main aim of assisting young, talented and excellent skilled Cameroonians in the various field of sport like football, volleyball, basketball, handball etc [2].

### Literature Review

Diversity is the quality or state of having many different forms, types, ideas and it is the state of having people who are different in races or who have different cultural background.

It involves people of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies [4].

**\*Corresponding author:** Evaristus Nyong Abam, Catholic University Institute of Buea, College of Business and Technology, Department of Travel Agency, Tourism and Operation Management, UK, Tel: 07961949315/07414096082; E-mail: [enyongabam@yahoo.com](mailto:enyongabam@yahoo.com)

**Received** November 16, 2016; **Accepted** November 18, 2016; **Published** November 25, 2016

**Citation:** Abam EN (2016) Examining the Strength of Diversity in the Catholic University Institute of Buea (CUIB) – The Entrepreneurial University. J Tourism Hospit 5: 255. doi: [10.4172/2167-0269.1000255](https://doi.org/10.4172/2167-0269.1000255)

**Copyright:** © 2016 Abam EN. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Diversity exists when you go above and beyond being aware of the differences or accepting the differences to the point of actively including people who are different from you. Diversity is learning from our differences to make the whole community a better place [5].

Diversity aims to recognise, respect and value people's differences to contribute and realise their full potential by promoting an inclusive culture for all faculty, staff and students, thus ensuring individuals or groups of individuals are treated fairly and equally and no less favourably, specific to their needs, including areas of race, gender, disability, religion or belief, sexual orientation and age [6].

In broad terms, diversity is any dimension that can be used to differentiate groups and people from one another, it means respect for and appreciation of the differences in ethnicity, gender, age, national origin, disability, sexual orientation, education, and religion [7].

Equality and diversity can however be promoted by the following ways:

- Treating all faculty, staff and students fairly
- Creating an inclusive culture for all faculty, staff and students
- Ensuring equal access to opportunities to enable students to fully participate in the learning process.
- Enabling all faculty, staff and students to develop to their full potential
- Equipping staff and students with the skills to challenge inequality and discrimination in their work/study environment
- Making certain that any learning materials do not discriminate against any individuals or groups
- Ensuring policies, procedures and processes don't discriminate [6].

## Research Methodology

Veal [8] indicated that an empirical approach is the collection and analysis of data; it could be quantitative or qualitative, primary or secondary. No research is purely empirical; it is usually informed by some sort of theory or conceptual frame work. Some researchers are of the opinion that a single research method may use both quantitative and qualitative techniques and procedures in combination as well as use primary and secondary data. The quantitative and qualitative data collection techniques and analysis procedure each have their own strength and weaknesses.

For this research work, the researchers used both primary and secondary data that was information collected from the Catholic University Institute of Buea bulletins and other University documents and websites. Primary data was collected from oral interviews administered by the office of Human resource management with all the personnel (faculty and staff) of CUIB [9,10].

## Findings and Analysis

The Catholic University Institute of Buea recruit its employees based on their competencies and skill, without regard to gender or disability. Table 1 above shows the numerical strength of its employees according to Divisions in Cameroon with Mezam and Manyu Divisions having 14.38% of the total workers and Nigerians and Italians having 0.63% of the total workers.

Table 2 above shows the strength of diversity of the workers of the Catholic University of Buea according to the Regions with the South

S/N	Division	Total	Percentage (%)
1	Mezam	23	14.38
2	Manyu	23	14.38
3	Lebialem	19	11.88
4	Kupe Muanenguba	15	9.38
5	Bui	15	9.38
6	Momo	10	6.25
7	Fako	09	5.63
8	Menchum	08	5.00
9	Ngoketunja	08	5.00
10	Sanaga Maritime	05	3.13
11	Haut Nkam	05	3.13
12	Donga Mantung	04	2.50
13	Ndian	03	1.88
14	Nyong - et - Kelle	02	1.25
15	Lekie	01	0.63
16	Mefou -Akono	01	0.63
17	Baham	01	0.63
18	Nde	01	0.63
19	Bamboutous	01	0.63
20	Menoua	01	0.63
21	Mfoundi	01	0.63
22	Bafang	01	0.63
23	Meme	01	0.63
24	Italy	01	0.63
25	Nigeria	01	0.63
	<b>TOTAL</b>	160	100.00

Source: Office of exams, records and publications (CUIB, 27/09/2016).

**Table 1:** Numerical strength of divisions.

S/N	Regions	Total	Percentage (%)
01	South West	70	43.75
02	North West	68	42.50
03	Western	10	6.25
04	Central	05	3.13
05	Littoral	05	3.13
06	Foreign	02	1.25
	<b>Total</b>	160	100.00

Source: Office of Exams, Records and Publications (CUIB, 27/09/2016).

**Table 2:** Strengths according to regions.

S/N	Religion	Male	Female	Total	Percentage (%)
01	Catholic	70	36	106	69.74
02	Presbyterian	21	07	28	18.42
03	Pentecostal	14	03	17	11.18
04	Moslem	01	00	01	0.66
	<b>Total</b>	106	46	152	100.00

Source: Office of Exams, Records and Publications (CUIB, 27/09/2016).

**Table 3:** Strength according to denomination.

West Region having 43.75% and foreigners having 1.25%. It should however be noted that its employees are coming from six Regions out of a total of ten Regions of the country (Cameroon).

Table 3 above shows the strength of employees of CUIB according to denomination with the Catholic denomination having a greater majority (69.74%) and the Moslem denomination having (0.66%).

## Limitation

This researcher encountered the following limitation while carrying out this research:

- The finances needed to carry out this research work were insufficient to enable the researcher to move to other towns to gather the available literature.
- The researcher could not find enough literature as textbooks concerning this area of study was not available in the University as well as the public libraries.
- Poor roads also hinder the researcher from moving to places to collect the needed literature.

## Conclusion

Workplace diversity has become an increasingly important part of the Business or company workplace. The Catholic University of Buea recruit its employees based on their competencies and skill, without regard to gender or disability. In business, cultural *diversity* within an organization is considered beneficial to the retention of staff as well as their productivity. It is also likely to increase an organization's flexibility and responsiveness to the *diversity* of its clients, customers and partners in an increasingly globalized world. Access to a larger

talent pool is one of the biggest advantages of having an employment recruitment policy that values diversity.

## References

1. UCSF (2014) Chapter 12: Managing Diversity in the Workplace.
2. Catholic University Institute of Buea (2009) The Economy Of Communion Philosophy.
3. Atem G (2014) The unquenched candle light. Anucam Buea.
4. <http://www.gladstone.uoregon.edu/~asuomca/diversityinit/definition.html>
5. [http://www.law.virginia.edu/html/news/2016\\_spr/diversity.htm](http://www.law.virginia.edu/html/news/2016_spr/diversity.htm)
6. The University of Edinburgh (2016) What are equality and diversity?
7. RBC (2016) What is Diversity & Inclusion?
8. Veal AJ (2006) Research methods for leisure and tourism- a practical guide. [3<sup>rd</sup> edn]. Prentice Hall: Malaysia (CTP-VVP).
9. Catholic University Institute of Buea – the entrepreneurial university (2015-2016) Bulletin, Destiny print, Bamenda.
10. Catholic University Institute of Buea – the entrepreneurial university (2013-2014) Bulletin, Destiny print, Bamenda.