

FIRST CITY UNIVERSITY COLLEGE **FIRST** BULLETIN

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**MOMENTUM AUG' 22 –
BUILDING MOMENTUM
TO GRADUATION**



**FIRST CITY UC LAUNCHES
FUTURE TECH LABS
AND ESTABLISHES COLLABORATION
WITH FUTURE TECH COMPANIES**



CONTENTS

01

A CHAT WITH OUR VICE-CHANCELLOR

02

EVENTS & HAPPENINGS

- Students and visitors get inspired by what First City UC has to offer
- First City UC launches Future Tech Labs
- MOMENTUM AUG '22 – Building the momentum to graduation
- Becoming first aiders at the workplace
- First City UC student leaders participate in the Malaysian Student Leaders' Summit
- A rewarding visit to the National Art Gallery
- Fun practical trip for DHTM students
- FEC Faculty members visit Faculty of Engineering & Green Technology, UTAR
- TED Talk on ergonomics for IAD students
- Business Technology – The Buzzword at FBHC

03

'STUDY, WORK & LIVE' WITH FIRST CITY UC

04

STUDENTS SHOW PATRIOTISM WITH A GIANT COLLAGE OF JALUR GEMILANG

05

A PEEK AT OUR CAMPUS

A CHAT WITH OUR VICE-CHANCELLOR

Quality education is the hallmark of First City UC. For more than 30 years, we have remained steadfast in embracing Quality Education as the way forward. We work tirelessly to ensure we are focused on this 'Q' aspect of our education for us to be at the forefront as a higher education provider.

To attain our ultimate goals in Quality Education, we have to stay committed to promoting and nurturing academic excellence in all our pursuits.

From the faculty's perspective, we have ensured all our academic programmes are fully accredited by the Malaysian Qualifications Agency and the relevant professional bodies. We work collaboratively with all our industry partners to ensure our programmes are not just industry-relevant but industry-driven. We embed project-based learning in our academic programmes. We embrace technology in our teaching and learning.

All this points to our commitment to being 'Way Ahead', embodied in our First City UC motto.

From the students' perspective, we nurture our students to achieve excellence in all their academic endeavours. Academic excellence however, is more than just scoring good grades in examinations. We are looking at maximum development of intellectual capabilities and capacities, and skills of our students for them to be future-proof and ready for the employment market.

Having said the above, I take pride in highlighting that we are privileged to have assembled a high-calibre academic team to deliver the above commitments. We have brought in talents who are not just ready to deliver academically but also with industry experience.

We believe we have all the right formulas and ingredients to continue providing the best education to our future generation and leaders.



PROF. DR. SAW SOR HEOH

Vice-Chancellor, First City University College

EVENTS & HAPPENINGS

STUDENTS AND VISITORS GET INSPIRED BY WHAT FIRST CITY UC HAS TO OFFER

First City UC campus was abuzz with activities on 20 & 21 Aug 2022 when a host of exciting discovery activities were held for school leavers in conjunction with the Be Inspired! Open Day event.



Be Inspired! Open Day was targeting school leavers who have completed their SPM, STPM and UEC. However, the event generated interest not just among students but also among parents who thronged the campus for the two days.

Among the attractions for the Open Day included a free 2D/1N Staycation Package at AVANTE Hotel for students who signed up on the spot.

Besides course consultation and guided campus tour, students and visitors were treated to a list of more than 14 discovery activities by the three faculties, namely, Faculty of Design & Built Environment, Faculty of Engineering & Computing and Faculty of Business, Hospitality & Communication:

Art & Design

- 'Curiosity in Art & Design' Talk
- 'Creative Art in Printmaking' Workshop
- 'The Craft of Book Binding' Workshop

Engineering & Computing

- 'Future Tech in Engineering & Computing' Talk
- Future Tech - Robotic & AI Applications Engagement
- Future Tech - IoT & Sensor Interactive Engagement

Business

- 'Be Future-Proof with our Business Programmes' Talk
- Get Started with Your Online Business Now!
- SQL Accounting & Payroll Demonstration
- 'The Fundamentals of Marketing Mix' Workshop
- Entrepreneurship – The First Step (Entrepreneurship Game)

Hospitality

- Mum's Not @ Home - Basic Cooking Class
- Wow with Your Towels - A Housekeeping Demonstration
- The First Impression – Front Office Reservation



Parents and students also stopped by at the various visitors' spots set up for the event. They spent time engaging with the activities, gazing at the many displays or simply delighting their taste buds with food tasting.

EVENTS & HAPPENINGS

FIRST CITY UC LAUNCHES FUTURE TECH LABS AND ESTABLISHES COLLABORATION WITH FUTURE TECH COMPANIES



First City University College (First City UC) launched two future tech labs as part of its ongoing effort to revolutionise the service delivery and curriculum at its Faculty of Engineering & Computing.

First City UC Director Tan Sri Dato' (Dr) Teo Chiang Liang, accompanied by First City UC's Vice-Chancellor Prof Dr Saw Sor Heoh and FEC Dean Assoc Prof Dr Chua Ping Yong, launched the two labs viz. Robotics & AI Lab and IoT & Sensor Lab in a ceremony held on 19 Aug 2022 at the First City UC campus.

The launch of the two labs was in line with the aspirations of First City UC to embrace future tech, not just in the delivery of its teaching and learning but also in research and development.

In conjunction with the labs opening, First City UC signed MoUs with two future tech companies, UBTECH Robotics Corp Limited and TMAS Technologies Sdn Bhd.



EVENTS & HAPPENINGS

UBTECH Country Manager JC Ng Chiang Chuang represents UBTECH in the signing of the MoU. Both parties will focus on development work related to Robotics and AI.



The MoU signing between First City UC and UBTECH witnessed cooperation in Robotics & AI. Both parties agreed to participate in collaborative research and to share expertise in developmental works related to Robotics and AI. Both parties would also explore applying UBTECH products and services in Robotics and AI for education and commercial applications.

TMAS Technologies Director Ir. Alan Woon represented his company in the signing of the MoU. Both parties would work collaboratively in the sharing of expertise in IoT and Sensor, Big Data and the Cloud. The MoU would also witness both parties working together to explore the application of TMAS products and services for product development for IoT, AI, Big Data and Cloud environments.

TMAS Technologies Director Ir. Alan Woon represents his company in the signing of the MoU. Both parties will work collaboratively in the sharing of expertise in IoT and Sensor, Big Data and the Cloud.

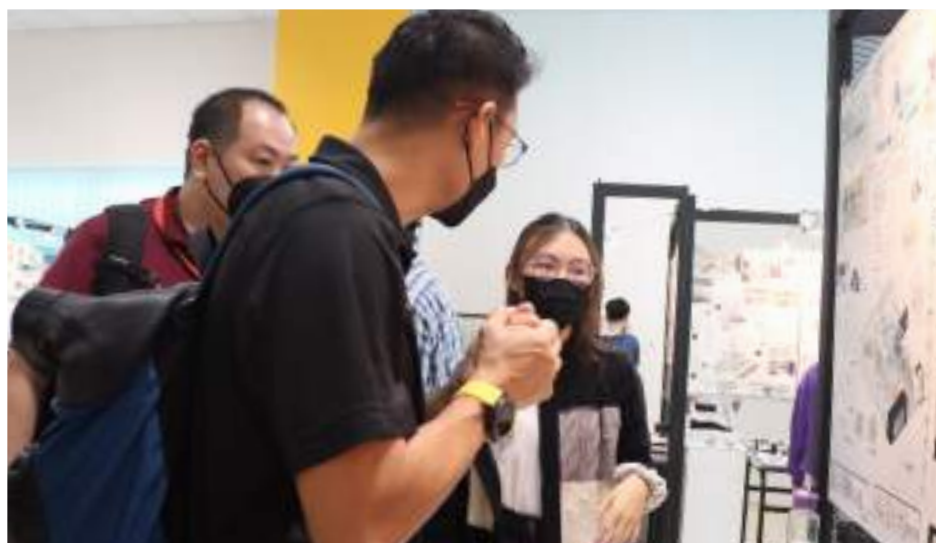


EVENTS & HAPPENINGS

MOMENTUM AUG' 22 – BUILDING MOMENTUM TO GRADUATION

The graduating students of Faculty of Design & Built Environment (FDBE) of First City University College (First City UC) held their graduation showcase, MOMENTUM AUG' 2022, from 17 – 21 August 2022.

MOMENTUM AUG '22, a biannual showcase for FDBE diploma students, was launched at FDBE on 17 Aug 2022 by First City UC Vice-Chancellor Prof Dr Saw Sor Heoh. Also present during the launch ceremony were FDBE Acting Dean Assistant Prof Chua Huwi Huwi, Deputy Dean Dr Debbie Gan, External Examiner Dr Juhanita Bt. Jiman and other guests, including industry partners.



This year's MOMENTUM, inspired by the concept of "lightning", showcased a total of 27 student projects, comprising 22 projects from the students of the Diploma in Interior Design programme and five projects from the Diploma in Graphic Design programme.

EVENTS & HAPPENINGS



Prof Dr Saw congratulated the students for their commendable efforts in putting up the showcase.

She also commended the FDBE for making the graduation showcase a long tradition for graduating students to showcase their works to industry partners, faculty members and members of the public.



“The showcase is a testament to the unique Design education our students are experiencing when they are with us at First City UC. The experience and exposure gained from the showcase would surely have a positive impact on their future as professional designers,” she remarked.



EVENTS & HAPPENINGS

BECOMING FIRST AIDERS AT THE WORKPLACE

Safety and health in the workplace are keys to establishing a pleasant and secure working environment that could support a motivated and productive workforce.



First City UC's Safety & Health Committee, in collaboration with St. John Ambulance of Malaysia (SJAM), recently organised a first aid training for 28 staff members of the University College. The staff members, representing the faculties and the administration departments, attended the two-day training.

The training, titled "First Aid at the Workplace", aimed to train the participants in basic life support skills. Topics covered included Cardio-Pulmonary Resuscitation (CPR), Choking, Bleeding & Wounds, Burn & Scald,

and Fracture & Spinal Injuries. On top of this, the SJAM trainer also trained the participants on how to use the life-saving Automated External Defibrillator (AED) device.

The training consists of theory presentations, practical sessions and life-like simulations. The sessions equipped the participants with the knowledge and skills to handle various emergencies.

The training required the participants to sit for Written and CPR tests. The tests were to certify the participants as qualified First Aiders upon completing the training programme.

EVENTS & HAPPENINGS

FIRST CITY UC STUDENT LEADERS PARTICIPATE IN THE MALAYSIAN STUDENT LEADERS' SUMMIT

It was a privilege for student leaders from First City UC to have been invited to participate in the recent Malaysian Student Leaders' Summit (MSLS) XVI 2022, held on 6th Aug 2022 at the Intercontinental Hotel in Kuala Lumpur.

MSLS is an annual flagship event organised by UKEC, the national coalition of all Malaysian student societies across the United Kingdom and Ireland. UKEC is known for their contributions toward nation-building. They champion student activism through non-partisan intellectual discourse.

Six student leaders represented First City UC in the exclusive summit:

- Leong Min Yi
- Wong Yi Zhi
- Chong Sang Yung
- Erich Yap Dik Xen
- Chan Ze Yen
- Crystal Tan Mei Xuan

The experience was rewarding for the participants as they listened to the discussion/presentation on various topics that reflect the range of issues that youths were currently thinking about in all sectors in Malaysia.



The Minister of Finance Malaysia, YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz delivered the opening keynote while the closing keynote was presented by the Minister of Higher Education Malaysia, YB Datuk Seri Dr Noraini Ahmad.

EVENTS & HAPPENINGS

A REWARDING VISIT TO THE NATIONAL ART GALLERY



Semester 1 students of our Diploma in Graphic Design programme visited the National Art Gallery on 28 July 2022.



The visit, aimed at introducing students to the art gallery setting and art history, was part of their learning for the subject "Introduction to Art History".

The students, accompanied by Programme Coordinator Hafeezah Mastura Bt Zulkefli, also had the opportunity to tour the gallery complex that housed over 2,500 paintings, sculptures, photographs, and other visual and applied art objects created by artists from across the region.

EVENTS & HAPPENINGS

FUN PRACTICAL TRIP FOR DHTM STUDENTS

It was a fun practical trip for students of the Diploma in Hospitality Management (DHTM) programme when they spent 2D/1N with their lecturers at an eco-resort in Janda Baik, Pahang.



The practical trip was part of their project-based learning for the Tour and Travel Agency Management Module. For their current semester, the students were required to produce a 2D/1N eco-tourism/educational package for their assignment.

The students departed from the campus on the morning of 11 August 2022. They had planned a host of activities for their 'tour group' and that included a visit to the fig farm, Zumba exercise, picnic by the creek and a pyjamas party in the evening. The students ended their programme on 12 Aug 2022 with a stopover tour to Genting Premium Outlet before heading back to campus.

Project-based learning further enhances the student's understanding of the various theoretical concepts acquired in the classroom. Students ultimately have greater insights into managing a travel agency besides handling tour packages.



EVENTS & HAPPENINGS

FEC FACULTY MEMBERS VISIT THE FACULTY OF ENGINEERING & GREEN TECHNOLOGY, UTAR

Five faculty members from the Faculty of Engineering & Computing (FEC), First City University College visited the Faculty of Engineering & Green Technology, Universiti Tunku Abdul Rahman recently as part of FEC's programme benchmarking process for its Bachelor of Electronic Engineering with Honours programme.

The team from FEC comprised the following members:

1. Asst. Prof. Ir. Dr Tay Ching En Marcus, Assistant Professor & Programme Coordinator
2. Asst. Prof. Ir. Dr Lim Cheong Seng, Assistant Professor
3. Ir. Aida Razana Omar, Lecturer
4. Mohammad Hafizuddin bin Ameruddin, Lecturer
5. Mohd Asyraf Bin Rongi, Lecturer



FEC's Bachelor of Electronic Engineering with Honours programme is fully accredited by the Engineering Accreditation Council (EAC). The visit was part of the requirements for EAC programme accreditation where FEC's accredited Electronic Engineering programme would need to undergo the "Programme Benchmarking" process with a chosen institution.

UTAR was a perfect choice as its Bachelor of Engineering (Honours) Electronic Engineering degree programme has received full EAC accreditation for 6 years from 2020 to 2025.

The FEC team was warmly received by the faculty team from UTAR where meetings and lab tours were held for the programme benchmarking purpose.



EVENTS & HAPPENINGS

TED TALK ON ERGONOMICS FOR INTERIOR ARCHITECTURE & DESIGN STUDENTS

In conjunction with the launch of the **MOMENTUM AUG '22 Diploma Graduation Showcase** on 17 Aug 2022, staff and students of the Faculty of Design & Built Environment were treated to an insightful TED Talk titled **"Ergonomics – Workplace and Public Spaces"**.



The talk was organised by the Interior Architecture & Design (IAD) Club of First City University College and supported by OSCA Interiors Architectural Associates Sdn Bhd (OSCA Malaysia), Kian Group of Companies (Kian Furniture), Flor Trend Sdn Bhd & Breathe Natural Paint Pte. Ltd.

EVENTS & HAPPENINGS



Mimi Loo, the Regional Business Development Director of OSCA Malaysia, started the session with some ice-breaking activities, highlighting the importance of ergonomics, to the enthusiastic student participants.

Dr Hardeep Singh Kaulsay, who is a medical practitioner, delivered his talk by starting to explain the origin of the term 'ergonomics' which means Science or Laws of Work.

He later explained the importance of 'ergonomics' and also the occupational injuries related to it.

Besides listening to the talk, students also participated in quizzes and games that won them vouchers and prizes sponsored by the event partners.



EVENTS & HAPPENINGS

BUSINESS TECHNOLOGY - THE BUZZWORD AT FBHC



FBHC Dean Assistant Prof Dr Lewis Leong remarked that FBHC had already embarked on infusing technology into its programme contents. This is part of the faculty's ongoing effort to future-proof its business programmes. The faculty is also actively engaging technology in the delivery of all its programmes with the setting up of its Business Technology Lab.

"We've recently set up a Business Technology Lab equipped with industry-relevant software for Business Technology Applications and Solutions. We now look forward to equipping our students with the latest business thinking and technologies for them to be future-proof and employment ready", he added.

FBHC offers business programmes in Accounting & Finance, Business Administration, Business Management and Marketing. All programmes are fully accredited by the Malaysian Qualifications Agency (MQA) and the relevant professional bodies.



New technologies are transforming industries every day. Because of this, graduates need to be in tune with emerging trends and the technologies involved for them to be future-proof and employment ready.

In line with the above, the Faculty of Business, Hospitality & Communication (FBHC) held a talk cum workshop on Business Technology for its students.

FBHC invited two speakers, Mr Melvin Beh and Mr Mughilen Rathakrishnan, CEO of World Education Placement Services (WEPS), to share their input on Business Technology with all the students.

It was an insightful session as the topics covered included Employment Market Requirements in the 21st Century, How Do Businesses Use Technology, Types of Business Technology, and Advantages of Engaging Business Technology, among others.

'STUDY, WORK & LIVE' – THE 1 IDEAL LOCATION

When First City University College (formerly KBU International College) was established in 1990, the institution had already envisioned then that it would be able to provide students with an exclusive environment where they could study, work and live. This is to say students could look forward to charting their future that transcends their graduation when they choose to study with the institution.

This notion of 'Study, Work & Live' with First City UC is made tenable because First City UC was established by the First Nationwide Group, the owner and developer of the Bandar Utama township and commercial district in Petaling Jaya, Selangor.



The bustling Bandar Utama City Centre (BUCC) is the location of choice for many commercial and business entities, and multinationals. BUCC is also home to the group-owned 1 Utama Shopping Centre, Centrepoint Bandar Utama and two hotels viz. One World Hotel and AVANTE Hotel. There are also many commercial buildings and office towers within the vicinity of BUCC such as the multi-dimensional First Avenue, 1 Tech Park, Menara IBM and KPMG Tower which are all tagged with the coveted MSC status and 1 Powerhouse, the 28-storey centre for business and commerce.

It is for this reason that all the programmes currently offered at First City UC are not only industry-driven but they also cater to the needs of the various business or commercial sectors within BUCC.

First City UC currently offers programmes in Business, Computing/Information Technology, Design & Built Environment, Engineering, Hospitality & Tourism Management and Mass Communication.

'STUDY, WORK & LIVE' – THE 1 IDEAL LOCATION

This exclusive environment for students to "Study, Work and Live" would enable them to complete their globally-recognised qualifications at First City UC and upon graduation, seek employment opportunities which are abundantly available within Bandar Utama itself. Graduates of First City UC could also opt for Bandar Utama as their ideal place to live where various housing and residential options are made available and accessible to them.

In a nutshell, First City UC students are a privileged lot for being part of this Study, Work & Live environment. When they graduate, they are privileged to be part of the business community networks of BUCC where employment opportunities are abundantly available for them.

Bandar Utama City Centre (BUCC) offers abundant employment opportunities and an exciting living community.



STUDENTS SHOW PATRIOTISM WITH A GIANT COLLAGE OF JALUR GEMILANG

Patriotism is the feeling of attachment and commitment to one's country or nation. Malaysians often demonstrate this feeling during national events like National Day by flag hoisting or waving the Malaysian flag.



In conjunction with Malaysia's 65th National Day, a group of students has made First City UC proud by working tirelessly to put up a giant collage of Jalur Gemilang in the lobby of the main campus building. The students took about a week during their spare time to complete the project.

Upon project completion, the group of students handed paper stickers to their friends to pin their National Day messages underneath the giant collage. First City UC staff also joined to pen their National Day message to mark the momentous celebration.



As a gesture of their spirit of patriotism, the group of students then organised scheduled demonstrations of various Malaysian traditional games like Congkak, Batu Seremban, Gasing and many more. These demonstrations were done to encourage the younger generation to continue appreciating our rich culture and heritage.

A PEEK AT OUR CAMPUS

TEACHING & LEARNING FACILITIES

We take pride in saying that we promote and nurture academic excellence in our students. We provide them with state-of-the-art teaching and learning facilities for them to achieve their academic goals.

From laboratories to lecture halls, and studios to workshops, we ensure we provide the best in terms of facilities for our students to excel in their studies.

The list of our facilities is as below:

Future Tech Laboratories

1. Robotics & Artificial Intelligence (AI)
2. Internet of Things (IoT) & Sensor

Engineering Laboratories:

1. Analogue Laboratory
2. Communication & Signal Processing Laboratory
3. Digital Electronics Laboratory
4. Electronic Computer Aided Design Laboratory
5. Electronic Prototyping Laboratory
6. Engineering Workshop
7. Fluid Mechanics Laboratory
8. IoT & Embedded Systems Laboratory
9. Materials & Advanced Manufacturing Process Laboratory
10. Thermodynamics Laboratory

Dedicated IT & Computing Laboratories:

1. CAD Laboratory
2. MAC Laboratory
3. Mobile App Development Laboratory
4. Software Development Laboratory
5. Electronic Computer Aided Design Laboratory

Design Studios & Workshops

1. Design Studio
2. Drawing Studio
3. Fashion Studio
4. Macintosh Laboratory with Industry-Relevant Software
5. Material Laboratory
6. Photography Studio
7. Precision Prototyping 3D Printer
8. Precision Cutting & Engraving Laser Cutter
9. Print Workshop
10. Vacuum Forming Machine
11. Wood & Metal Workshop



A PEEK AT OUR CAMPUS

TEACHING & LEARNING FACILITIES



Other facilities include Creative Stove which serves as a commercial outlet to nurture entrepreneurship among students and a project exhibition gallery known as White Canvas.

Business

1. Business Technology Lab
2. Business Meeting Rooms

Hospitality & Tourism Management Facilities

1. Café De One - Training Restaurant
2. Garde Manger (Cold Kitchen)
3. Hotel De One Front Office
4. Mock Hotel Room
5. Pastry Kitchen
6. Bar Counter
7. Training Kitchen with Individual Stations

Mass Communication Facilities

1. Broadcasting Studio
2. Photography Studio
3. Recording Studio
4. Audio Editing Laboratory
5. Video Editing Laboratory





Quality Education
1 Ideal Location



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