

FIRST CITY UNIVERSITY COLLEGE **FIRST** BULLETIN

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**STUDENTS GAIN
VALUABLE INSIGHTS INTO THE
LUXURY FASHION INDUSTRY**

**'BE INSPIRED'
OPEN DAY**



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BUILDING A STRONG ACADEMIC FOUNDATION THROUGH FOUNDATION PROGRAMMES

A CHAT WITH OUR VICE-CHANCELLOR



First City University College takes pride that the institution is widely recognized for its exceptional commitment to offering industry-driven programmes that meet the ever-evolving needs of the industry. Our dedication in preparing our students to be industry ready is reflected in our curriculum, teaching methodologies, and partnerships with industry leaders.

In relation to the above, empowering students for their future careers in their chosen industry is a top priority at First City University College. As such, we place a strong emphasis on providing students with abundant opportunities to participate in industry-related engagement activities. These enriching engagement activities help our students gain practical skills, invaluable industry exposure, and valuable networking opportunities, giving them a competitive edge when they enter the job market.

The activities which include industry and technical visits, guest lectures, seminars and workshops have enabled our students to interact and engage with industry experts and leaders. This helps students gain valuable insights into the industry trends and practices that will broaden their perspectives and ultimately prepare them well for the workplace.

Through our unwavering commitment to providing industry-related enriching engagement activities, First City University College stands out as an institution that prioritizes the holistic development of its students. Recognizing the importance of preparing students for the challenges of the professional world, we integrate theoretical knowledge with practical experiences, industry exposure, and networking opportunities, ensuring our students are well-equipped to excel in their chosen fields and upon graduation, their smooth transitions into the professional world.

Our comprehensive approach to education, encompassing technical skills, soft skills, industry insights, and professional networks, has translated to our graduates being future-proof and globally competitive. With an all-rounded skill set, a global mindset, and an extensive professional network, our graduates are well-prepared to embrace challenges, seize opportunities, and make a lasting impact on both local and global stage.

PROF. DR. SAW SOR HEOH

Vice-Chancellor, First City University College

FIRST CITY UNIVERSITY COLLEGE INKS MOU WITH LEADER IN THE FURNITURE INDUSTRY



It was a momentous occasion for First City University College and Kian Contract Sdn Bhd (Kian Contract) when a Memorandum of Understanding (MoU) was inked on 5 April 2023 at the White Canvas Gallery, Faculty of Design & Built Environment (FDBE).

The signing of the MoU was an important milestone for both First City University College and Kian Contract, as it represented a shared commitment to encouraging creativity, innovation, and the sharing of knowledge and resources between the two parties.

During the event, Vice-Chancellor Professor Dr Saw Sor Heoh and FDBE Dean Assistant Professor Chua Huwi Huwi represented First City University College, while Kian Contract was represented by its Business Development Director, Ms Mimi Loo, and Ms Harlina Binti Kamjai.



In her speech, Prof Dr Saw said “This is indeed an exciting collaboration that demonstrates our dedication to producing industry-ready graduates besides our commitment to providing our students with meaningful learning experiences”.

“This collaboration can certainly lead to mutual benefits for both the institution and the industry partner, and ultimately contribute to the advancement of the furniture industry in Malaysia,” she added.



In her speech, Mimi Loo expressed her appreciation for the opportunity to work with First City University College and stated that she felt a strong connection to the students and faculty at FDBE, having developed a sense of familiarity with them during her many engagements with the institution. She also remarked that the students of First City University College were already like family to Kian Contract.

The MoU will witness an exclusive Furniture and Product Design Competition to be organized for the Furniture and Product Design students. The competition offers a unique opportunity for students to showcase their talent, creativity, and innovation. The competition also presents an opportunity for the winning designs to be adopted for production and commercialization.

Kian Contract Sdn Bhd is a prominent furniture manufacturer that is part of the Kian Group of Companies. With a market presence in over 100 countries worldwide, the company is recognized as a leader in the furniture industry in Malaysia.

FACULTY OF DESIGN & BUILT ENVIRONMENT

MOMENTUM - UNLEASHING THE CREATIVE BRILLIANCE OF GRADUATING DIPLOMA STUDENTS



First City University College's Faculty of Design & Built Environment (FDBE) held its biannual graduation showcase, MOMENTUM, from 12 - 14 April 2023. The showcase featured the works of the graduating diploma students from FDBE, highlighting their creativity, design skills, and innovative ideas.

MOMENTUM was launched on 12 April 2023 by Vice-Chancellor Professor Dr Saw Sor Heoh and was graced by the presence of the Board of Governors, Director Tan Sri Dato' (Dr) Teo Chiang Liang, FDBE Dean Assistant Professor Chua Huwi Huwi, FDBE Deputy Dean Associate Professor Dr Debbie Gan, faculty members, and distinguished guests, including industry partners.

MOMENTUM served as a platform for students to showcase their design projects, exchange ideas, and connect with professionals in the industry. The showcase also demonstrated First City University College's commitment to providing students with industrial experience and professional settings, giving them a competitive edge in the field. It also highlighted the institution's focus on nurturing creativity, innovation, and excellence in the design and built environment disciplines.

Prof Dr Saw congratulated the students for their commendable efforts in putting up the showcase. "I encourage everyone to take the time to appreciate the commitment, creativity, and innovation that our graduating students have put into their projects. These projects are aesthetically pleasing, and they are also based on real-world scenarios, showcasing the high level of design thinking in our students", she remarked.



"The showcase is also a testament to the excellence that the Faculty of Design & Built Environment represents. It showcases not only the projects of our graduating students but also the achievements of the faculty in offering a world-class design education", she added.

This year's MOMENTUM showcased a total of 21 student projects, comprising 16 projects from the students of the Diploma in Interior Design programme and five projects from the Diploma in Graphic Design programme.

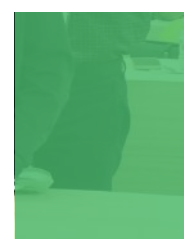
FACULTY OF DESIGN & BUILT ENVIRONMENT

FDBE COLLABORATES WITH AVANTE HOTEL ON EXCITING SOCIAL MEDIA CAMPAIGNS



Students from the BA (Honours) in Graphic Design programme were thrilled to be given the opportunity to work on the social media campaigns for the upcoming Father's Day and Merdeka Day celebrations for the exquisite Avante Hotel in Bandar Utama, Petaling Jaya.

The collaboration between the Faculty of Design & Built Environment (FDBE) and Avante Hotel is a significant milestone that has been made possible through a series of productive meetings and discussions between the two entities. Led by FDBE Deputy Dean Associate Professor Dr Debbie Gan and Programme Coordinator Assistant Professor Arthur Liaw, the FDBE team engaged with the hotel's management, exploring the potential benefits of collaboration, and identifying areas of mutual interest.



The presence of the Avante Hotel's General Manager, Mr David Oh, and the Director of Sales and Marketing, Mr Edmund Low, at FDBE on 20 April 2023 was a crucial aspect of the ongoing collaboration between the hotel and the faculty. Along with their team, they attended the interim campaign presentations made by the participating students. Their valuable input and feedback on the campaign ideas and strategies presented by the students helped to refine and improve the final deliverables.

The collaboration between FDBE and Avante Hotel presents a distinctive opportunity for students to gain hands-on experience in designing campaigns for a real industry client, which is valuable for them to prepare for their future careers. This win-win collaboration also provides significant benefits for the Avante Hotel, as they receive innovative and creative ideas for their upcoming campaigns.



FACULTY OF DESIGN & BUILT ENVIRONMENT

FDBE LECTURERS SHOWCASE INNOVATIVE RESEARCH POSTERS AT PRESTIGIOUS INTERNATIONAL EXHIBITION

It was a recognition of the quality of design education offered at the Faculty of Design & Built Environment (FDBE) when the faculty was invited to participate in the “Invitational Exhibition of Featured Courses of Design Basics Offered at the Academies of Fine Art in Asia”, at the prestigious Tianjin Academy of Fine Arts in Tianjin, China, from 4 April – 15 April 2023.

Tianjin Academy of Fine Arts (TAFA), with a rich history spanning over a century, is renowned for its outstanding contributions to the field of fine arts and research in northern China.



Karen Cheang and Yvonne Ou Yong, two of our accomplished Senior Lecturers from the Foundation in Art & Design programme, participated in the exhibition by having their research posters showcased alongside those from other renowned design education providers in Asia.



The exhibition provided a unique platform for Karen and Yvonne to share their innovative ideas and insights, and to engage with a wider audience of design professionals, scholars, and students. Their posters demonstrated their deep understanding of various design principles and techniques and highlighted their commitment to advancing design education and practice.



Through their participation in this exhibition, Karen and Yvonne have contributed to the growing body of knowledge in the field of design and have helped to raise the profile of the Foundation in Art & Design programme offered at First City University College.

FACULTY OF DESIGN & BUILT ENVIRONMENT

FDBE CELEBRATES INTERNATIONAL DESIGN DAY 2023



International Design Day is a global event that is celebrated annually on 27 April.

However, the celebration by the Faculty of Design & Built Environment (FDBE) at First City University College was brought early to 18 April 2023 because of the Hari Raya festive break.

The purpose of celebrating International Design Day is to raise awareness about the importance of design in solving problems, shaping products, and creating better experiences for people. The theme for this year's celebration is "peace.love.design!" which was inspired by the activism in environmentalism, social equity, collective movements, and radical change that took place in the 60s.

Dr. Debbie Gan, the Deputy Dean and Associate Professor of FDBE, expressed that this year's theme for the International Day celebration highlights the importance of design in bringing about positive changes. She remarked "While the theme was inspired by various forms of activism, International Design Day also serves as an occasion for designers, design organizations, and enthusiasts to gather and acknowledge the accomplishments of the design industry".

"We take pride that we have consistently celebrated the International Design Day every year, and we have received strong support from our staff and students in making the celebration significant and meaningful", she added.



Students of the FDBE Design Club were all excited to celebrate the occasion on-campus. The Club held a bazaar at the South Foyer and conducted two workshops, namely "Claytivity" and "Lucky Bracelet" to mark the celebration.

One of the highlights of the event was the "Exhibition of Harmony" organized by Fashion.Firstcity, which showcased photographs taken by Mantani Gee and Erich Yap, as well as dolls created by Colton Ma.



FACULTY OF DESIGN & BUILT ENVIRONMENT

STUDENTS GAIN VALUABLE INSIGHTS INTO THE LUXURY FASHION INDUSTRY



The mere mention of the iconic fashion house, Louis Vuitton, is enough to send fashionistas and fashion enthusiasts alike into a frenzy of excitement and anticipation, and our Fashion Marketing programme students are certainly no exception.

When Lecturer Eleen Tan arranged with Louis Vuitton Malaysia for a talk to be held at First City University College, the students' imaginations were soaring as they couldn't wait to hear the possibilities in the glamorous world of high-end fashion. The talk was arranged not just for the Fashion Marketing students but also students from the Graphic Design and Foundation in Arts & Design programmes.

The highly anticipated talk entitled "Painting Story" was delivered on 5 April 2023 to a full audience by Guest Speaker Lim Zi-Jun, who serves as the Expert Advisor in Personalisation and Special Order, Louis Vuitton Malaysia.

Zi-Jun discussed several topics related to the world of luxury products. These included techniques and skills used in illustration for such products, professional finishing techniques, the art of storytelling in illustration, and the concept of "clientele-ing" in fashion marketing for luxury brands.



The students also got excited when Zi-Jun shared with them the many career opportunities for those who are passionate about fashion and luxury goods. With so many options available, students can find a career path that aligns with their interests and strengths, allowing them to build a fulfilling and rewarding career in the exciting fashion industry.



The attendees, including the faculty team from the BA (Hons) in Fashion Marketing programme, were deeply inspired by the talk and gained valuable insights into the luxury fashion industry. The "Painting Story" was particularly moving, as it demonstrated that the possibilities in fashion are endless, and creativity knows no bounds. The story touched the hearts and minds of everyone present, leaving a lasting impression.



FACULTY OF DESIGN & BUILT ENVIRONMENT FDBE STUDENTS GEAR UP FOR A DESIGN SHOWDOWN: THE 2023 TAIWAN INTERNATIONAL STUDENT DESIGN COMPETITION



The students from the Faculty of Design & Built Environment (FDBE) at First City University College were buzzing with excitement! And why not? They were invited to showcase their design prowess in the prestigious upcoming 2023 Taiwan International Student Design Competition (2023 TISDC).

Reputed as the largest design competition in the world, 2023 TISDC is organised by the Taiwan Ministry of Education with Asia University Taiwan as the project collaborator.





The project team from Asia University Taiwan - Professor Chen Jun-Hong, Professor Lee Shin-Fu, Associate Project Director Miira Lin Meng-Chih, and Project Manager Mandy Chuang - made a grand appearance at First City University College on 10 April 2023 to promote the competition to the students. FDBE Deputy Dean Associate Professor Dr Debbie Gan welcomed the visitors with open arms, having visited Taiwanese institutions of higher learning just recently for academic collaborations.

2023 TISDC comes with "Compassion" as the theme, and it's a perfect match for the 2030 Sustainable Development Goals adopted by the United Nations in 2015. This year, the competition aims to inspire students from all corners of the globe to adopt a design mindset of empathy and solicitude for them to contribute towards a better world.



2023 TISDC comprises three categories: Product Design, Visual Design, and Digital Animation.

With the above promotion hitting our home ground, our students will surely get their creative juices flowing for the competition. Submission of entries will be accepted from 15 May to 15 July.

FACULTY OF DESIGN & BUILT ENVIRONMENT

INTERIOR ARCHITECTURE & DESIGN STUDENTS GAIN INSIGHTS INTO INNOVATIVE SOLUTIONS FOR AIR COOLING AND VENTILATION SYSTEMS

The Daikin Solution Plaza was an ideal destination for our Year 1 and 2 students of the BA (Hons) Interior Architecture & Design programme to explore innovative solutions for air cooling and ventilation systems for residential and commercial spaces.

The students, led by Programme Coordinator Norhayati Ibrahim, visited the facility on 6 April 2023.



The solution plaza is Daikin's premiere showcase for HVAC technology and learning. The plaza also houses a state-of-the-art showroom, and sales and training facility.



The Experience Room was one of the highlights of the visit, where the students experienced first-hand the cutting-edge technology and products offered by Daikin. The facility offered a unique opportunity for the students to visualize how air conditioning and ventilation systems could integrate seamlessly with interior design, enhancing the overall aesthetic appeal of a space.

The visit also included a briefing on the Daikin Youth Design Competition 2023, an exciting platform for students to showcase their creativity and design skills. The competition provides a platform for young designers to explore innovative and sustainable design solutions that focus on improving the quality of air and the overall comfort of living and working spaces. The briefing offered the students a glimpse into the competition guidelines where they were also encouraged to participate and push their design boundaries.

FACULTY OF ENGINEERING & COMPUTING

FEC EXPLORES EXCITING PARTNERSHIP OPPORTUNITIES WITH CORVET TECHNOLOGIES



It was a rewarding meeting between the Faculty of Engineering & Computing (FEC) and Corvet Technologies Sdn Bhd when both parties met to explore various partnership and collaboration opportunities.

The meeting, held at FEC on 4 April 2023, was led by FEC Dean Ir Mah Siew Kien and the Managing Director of Corvet Technologies Sdn Bhd Mr Yau Kok Leong. The discussion included potential internships and final year projects for students, integrated design projects, as well as industrial attachments for lecturers.



Corvet Technologies is a company that offers cutting-edge technologies primarily from Europe. The company specializes in providing cutting-edge plants and machinery, technical consumables, automation, training, and other support services to a wide range of clients, including listed companies and small and medium-sized enterprises (SMEs) in Malaysia and Singapore.

FACULTY OF ENGINEERING & COMPUTING

EXPLORING INNOVATION AND TECHNOLOGY: COMPUTING STUDENTS VISIT HUAWEI MALAYSIA



First City University College's Faculty of Engineering & Computing (FEC) organized an industrial visit to Huawei Malaysia on 7 April 2023 for the Computing students of the faculty.

The visit to the Huawei Malaysia's Customer Solution Innovation Centre (CSIC) provided an excellent opportunity for the students to learn about Huawei's impressive portfolio of innovative products and solutions.

The students gained valuable insights into the latest advancements in 5G, AI, Data Centres, AR/VR, and Cloud technologies where they were able to witness first-hand the practical applications of these cutting-edge technologies in real-world scenarios. The students now have a deeper understanding of how these technologies transform industries and enhance people's lives.

During the visit, the students were also introduced to the internship programme at Huawei Malaysia. The internship programme was an excellent opportunity for the Computing students to gain practical industry experience that would ensure their future success as computing professionals.

FEC is grateful for the opportunity to visit Huawei Malaysia and learn from the industry experts. The visit was an excellent example of the kind of collaboration between an academic institution and an industry leader that can foster knowledge transfer and drive innovation. FEC looks forward to future partnerships with Huawei Malaysia that will benefit its students, the industry, and society.

FACULTY OF ENGINEERING & COMPUTING

**MBOT OFFICIALS SHARE STRATEGIES ON
PROGRAMME ACCREDITATION BY
TECHNOLOGY AND TECHNICAL
ACCREDITATION COUNCIL (TTAC)**

The Faculty of Engineering & Computing (FEC) was privileged to host a visit by the Director of the Technology and Technical Accreditation Secretariat (TTAS) of Malaysia Board of Technologists (MBOT) Ts Dr. Nor Aznan Bin Mohd Nor and Assistant Director (Policy & Recognition) Pn Hajah Sakinah Binti Ishak on 17 April 2023.

The MBOT visitors were received by Deputy Vice-Chancellor Dr Hing Hiang Lian and FEC Dean Assistant Professor Ir Mah Siew Kien. One of the key reasons for the visit to FEC was to have MBOT provide information about the Self Review Report (SRR) process, which is a necessary component of the accreditation process by the Technology and Technical Accreditation Council (TTAC).

TTAC has the primary role to assess the quality assurance of technology programmes created and provided by education providers. The Council aims to elevate these programmes to professional standards, which will result in various advantages for graduates.

The visit by the MBOT officials was an important step in promoting quality assurance in technology programmes offered by FEC. By working together with MBOT and the TTAC, FEC can enhance the quality and relevance of its programmes and provide its students with the skills and knowledge necessary to excel in their chosen technology fields.



FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

THE SPRINGBOARD CHALLENGE AS SPRINGBOARD TO FINANCIAL LITERACY AND FINANCIAL MANAGEMENT

Board games have the potential to provide a fun and interactive way for students to learn and engage with a variety of subjects including financial literacy and financial management. Some of the games are not just for leisurely activities but could lead up to some exciting and stimulating learning experience for students.

The team from the Faculty of Business, Hospitality & Communication (FBHC), led by its Dean Associate Professor Dr Lewis Leong, recently met up with Troffee Education to discuss collaboration on an exciting board game called Spring Board that will lead to FBHC students' participation in a national-level competition called The Springboard Challenge.



The Spring Board game is designed to provide students with a realistic simulation of financial decision-making and help them improve their financial management skills. On the other hand, The Springboard Challenge is a programme focused on improving financial literacy and investment knowledge within the youth community. The goal of this programme is to elevate the level of financial education among young people and provide them with the necessary knowledge to make informed financial decisions.

FBHC and Troffee Education will collaborate to organize the Spring Board Workshop for FBHC students on 10 May 2023. This workshop will be followed by the FBHC Springboard Challenge, which will take place at the faculty on 12 May 2023. The purpose of the challenge is to identify the most skilled and knowledgeable participant who will represent the institution at the national level competition.

FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

A TASTE OF BUBUR LAMBUK



On Friday, 14 April 2023, our Hospitality & Tourism Centre (HOT Centre) was bustling with activity, and it was all for good reasons. In the spirit of Ramadan, “Bubur Lambuk” which is a popular Malaysian rice porridge, was distributed to the campus community for their Iftar (breaking of the fast).



The practice of distributing Bubur Lambuk during Ramadan is a longstanding tradition in Malaysia and is seen to foster community spirit and goodwill.



The atmosphere at Kitchen De One was lively and cheerful as members of the Hospitality & Tourism Club (HOT Club), both staff and students, worked diligently to prepare and cook the porridge for distribution during a gathering called “A Taste of Bubur Lambuk” at Café De One.

The Vice-Chancellor, Professor Dr Saw Sor Heoh, along with the Deputy Vice-Chancellor, Dr Hing Hiang Lian, and the Dean of the Faculty of Business, Hospitality & Communication, Associate Professor Dr Lewis Leong, graced the occasion with their presence, demonstrating their commitment to promoting community spirit and cultural diversity within the campus.

The warm and inviting atmosphere was a testament to the strong community spirit that had been fostered through the event, which brought together the diverse campus community to celebrate and learn more about Malaysia culture and tradition.

FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

MASS COMM STUDENTS HONE GRAPHIC DESIGN SKILLS WITH ADOBE WORKSHOP

In the media industry, graphic designers and communication professionals work together to create compelling visuals and communicate messages effectively. Mass communication students with graphic design skills, therefore, can work more efficiently with designers and collaborate better with teams, leading to better results.



In addition to the above, many media organizations are also looking for candidates with a range of skills, including graphic design. A mass communication student with expertise in graphic design may have better job prospects and may be more attractive to employers.

To prepare our mass communication students for their future careers, they recently participated in a two-day workshop focused on Adobe Photoshop and Adobe InDesign. The workshop took place on 29 March and 5 April 2023 in the Mac Lab of our IT Centre. The students received valuable instruction from Rashdaleena Athiefa, a guest lecturer who is a specialist in Graphic & Motion Design with expertise in VTX and UIUX.

The graphic design workshop was a valuable learning experience for the mass communication students and provided them with a solid foundation in graphic design that they can apply in their future studies and careers.

FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

FBHC AND ZENERATION JOIN FORCES TO EMPOWER FUTURE FINANCIAL PROFESSIONALS

The recent meeting between the Faculty of Business, Hospitality & Communication (FBHC) and Zeneration was highly productive, as both entities discussed potential collaborations and partnerships that could greatly benefit FBHC students.

Zeneration, a renowned agency representing Prudential Assurance Malaysia Berhad (PAMB) and Prudential BSN Takaful, is known for its exceptional services and dedication to producing highly skilled professionals in the financial planning industry.

The meeting, which took place on 26 April 2023, was attended by FBHC Dean Assoc Prof Dr Lewis Leong, and Programme Coordinator Fong Jia Ling, while the Zeneration team was headed by its Founder, Andrew Liao.

During the meeting, the two entities discussed several crucial topics, including a potential collaboration on an industrial training programme called PruVenture Z.

Another key point of discussion was the organisation of a workshop titled "What Career Suits You Best through PruDNA," which is geared towards helping FBHC students gain a deeper understanding of their strengths and interests and how they align with their career aspirations.

In addition to the above, the FBHC students will have the opportunity to participate in an industrial-based project, which will expose them to the practical aspects of the financial planning industry. This collaboration will provide FBHC students with a unique opportunity to develop their skills and knowledge, gain valuable industry experience, and strengthen their resume.



FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

TALK ON 'HOW TO WIN AN INTERVIEW'



Valarie Caroline Philip's talk on "How to win an interview" on 12 April 2023 was highly informative and beneficial for the business students from the Faculty of Business, Hospitality & Communication (FBHC).



One of the key takeaways from the talk was the importance of preparation, confidence, and effective communication when attending an interview. Valarie shared that successful job seekers are those who take the time to research the company and position, practice common interview questions, dress appropriately, and show enthusiasm and confidence during the interview.

Valarie, the Head of Human Resource at First City University College, also highlighted the importance of having a good resume. She shared samples of good resumes and provided tips on how to highlight one's skills and experience effectively.

Valarie stressed the importance of having a positive attitude during the job hunt and employment. She pointed out that skills can be taught, but attitude reflects oneself. She encouraged the students to always maintain a positive attitude in everything that they do.

Overall, the talk was a great learning opportunity for the business students, and it provided them with valuable insights into the job hunt and employment process. The participation of the Programme Coordinator & Senior Lecturer Fong Jia Ling and Lecturer S. Komlavathi in the talk also highlights FBHC's commitment to providing students with the best possible learning experience.

EVENTS & HAPPENINGS

FOSTERING A VIBRANT CAMPUS CULTURE AT FIRST CITY UNIVERSITY COLLEGE



First City University College offers a vibrant and diverse range of clubs and societies that cater to the various interests and passions of its student's community. With the many clubs and societies made available to them, students can explore their interests, develop their leadership and soft skills, and engage with like-minded peers.



The Installation Ceremony of the Clubs and Societies for 2023/2024 was held on 19 April 2023 at Lecture Theatre 1 at the North Building. The ceremony, a celebration of the collective effort put forth by the Student Services Department and the Student Council, was attended by the senior management, including the Vice-Chancellor, Professor Dr Saw Sor Heoh, the Deputy Vice-Chancellor, Dr Hing Hiang Lian, Registrar Lye Boon Han, Head of Student Services Mr Weladavi Rahula, the Deans and other Heads of Departments and Centres.



The ceremony provided a platform to recognise the dedicated office bearers who had worked tirelessly to make the clubs and societies a success and the appointment of the new ones for 2023/2024. The event was also an opportunity for students to network with the office bearers and advisors of all the clubs and societies.

The wide range of clubs and societies available at First City University College includes academic, cultural, and recreational groups. For the cultural and recreational groups, the clubs and societies include the Performing Arts Club, International Students Club, Chinese Cultural Society, Youth Club, to name a few.

In addition to providing an avenue for personal growth and development, participation in clubs and societies also fosters a sense of community and enhances the student experience at First City University College.

EVENTS & HAPPENINGS

A DYNAMIC TRAINING FOR ACADEMIC EXCELLENCE

Malaysian Qualifications Framework (MQF) is an integral part of the QA practice of Malaysian Qualifications Agency (MQA). The programme design, objectives and learning outcomes, teaching, learning and assessment methodologies, support resources and systems for delivery and improvement are embedded in the quality assurance standards.

To meet the demands of today's interconnected, dynamic, and ever-changing social needs, MQA has since revised the MQF framework and come out with MQF 2.0.



In view of the above and to ensure our academic team and academic administrators are well-versed with all the MQF 2.0 requirements, a training titled "MQF 2.0 and Course Information (Table 4)" was held on 5 & 13 April 2023 at the Centre for Postgraduate Studies.

Among the topics covered include MQA & MQF 2.0, Outcome-Based Education, Curriculum Design, Curriculum Delivery & Assessment Methods, CLO, PO & PEO Measurements, and Monitoring, Reviewing & Continually Improving.

The training was delivered by a guest trainer, Ts. Dr Lim Li Li. Having a guest trainer added value to the training as the trainer can bring in external expertise and experiences. The two-day training provided ample time for the participants to grasp the essential knowledge and skills required to comply with the new MQF 2.0 requirements.



EVENTS & HAPPENINGS

PRODUCT KNOWLEDGE FOR EFFECTIVE SALES TRAINING

Product knowledge is essential not only for the student recruitment team but for the entire professional team at First City University College. As a higher education institution, it is important to have a team of professionals who possess a deep understanding of the institution as a higher education provider, as well as the academic programmes and services it offered.

The training session titled "Product Knowledge for Effective Sales" held on 14 April 2023, was a crucial initiative for First City University College. The training, conducted by the respective Deans, Heads of Departments and Centres, and Programme Coordinators, aimed to enhance the product knowledge of the entire professional team at the institution.



The training touched on several critical topics, including our brand and visibility, unique selling points of our products, managing sales and other enquiries, and entry requirements and admission. These subjects are crucial in ensuring that the professional team, especially the student recruitment team, has a deep understanding of the academic programmes and services offered by the institution, enabling them to communicate effectively with prospective students and parents.

With a formidable team that has sound product knowledge, we can then engage effectively with prospective students, parents, and our stakeholders. Only with sound product knowledge can we build trust and credibility during our sales and other engagements.

EVENTS & HAPPENINGS

'BE INSPIRED' OPEN DAY

Our 'Be Inspired' Open Day held on 1 April 2023 was a success, leaving both parents and students feeling impressed by what First City University College has to offer. Throughout the day, our faculty deans and team members engaged with the attendees, sharing valuable insights into our programmes and academic offerings.

The recruitment team had their hands full throughout the day, managing not only the in-person attendees but also the influx of calls from interested students and parents. Despite the busy atmosphere, our team was able to provide personalized attention to all the attendees.

The serene and conducive campus environment also drew considerable attention, with many attendees remarking on the beautiful surroundings and peaceful atmosphere. It's no wonder that our campus is often described as the ideal place for learning and personal growth.



We are proud to have showcased our dedication to academic quality and excellence, and our commitment to providing a supportive and nurturing environment for our students. We look forward to welcoming those who have registered to join our upcoming student intake in June.

EVENTS & HAPPENINGS

SPM SCHOOL LEAVERS GET A TASTE OF CAMPUS LIFE AT FIRST CITY UNIVERSITY COLLEGE



40 SPM school leavers from down south Johor got a taste of campus life when they visited First City University College on 26 April 2023. The visitors, who have recently completed their SPM, took time to explore the campus and listen to the briefing on the various academic programmes offered by the University College.



The student visitors also participated in two workshops organised by the Faculty of Business, Hospitality & Communication.



The first workshop conducted by the team from the Hospitality & Tourism Centre (HOT Centre) aimed to provide the student visitors with some insights into the skills that they will acquire when they join the hospitality & tourism programme at First City University College. The team members also conducted interactive activities and simulations to help the student visitors develop their skills in various areas of hospitality & tourism. These activities included a food and beverage service simulation.



The second workshop conducted by the Mass Communication team involved a photography session. This session aimed to provide the student visitors with an introduction to basic photography techniques and skills. The visitors were given hands-on experience in using a digital camera, including framing, composition, lighting, and exposure.



One of the engagement sessions during the visit involved the student visitors interacting with First City University College's social media platforms. During this session, three lucky winners, namely Tan Jia Yi, Lim Zoey, and Thio Zi Yu, were selected and awarded ONE Card vouchers as prizes. Mr Tee Poh Kuun, the representative from the Student Recruitment Division, presented the prizes to the winners.



COMMUNITY SERVICE

STUDENTS ADVOCATE FOR GREEN ENVIRONMENT THROUGH RECYCLING CAMPAIGN



From 27 March to 7 April 2023, a group of seven students took the initiative to organize a recycling campaign at First City University College. The main aim of the recycling campaign was to raise awareness among the campus community about the importance of recycling and how it can benefit the environment.



The students provided a designated area near the cafeteria for students and staff to donate recyclable items, such as electronic devices, toys, clothes, and other recyclable products. The support they received from the campus community was heart-warming. The collected items were then handed over to Lovely Disabled Home on 10 April 2023.

Lovely Disabled Home, a non-governmental and non-profit organization, provides job opportunities for people with special needs. The recyclable items collected in the campaign would help to generate income for its physically and mentally challenged residents.

The student-initiated recycling campaign was a success as the campus community was supportive of the students' green initiatives. Kudos to Yap Hong Sheng, Tan Kelvin, Sit Wei Yang, Ku Shaw Chern, Ng Kiah Poh, Jason Ooi Wei Chun, and Kugendren A/L Chandramoghan for their efforts and initiatives towards making the campus community more environmentally friendly. Their dedication to sustainability and recycling is a shining example for others to follow.

COMMUNITY SERVICE

STUDENTS SERVE AS VOLUNTEERS AT LIONS CLUB BLOOD DONATION CAMPAIGN

A group of six passionate students, namely Loh Tzu Ling, Wan Nadhira Husna binti Wan Ahmad Shahrizal, Ho Carl Wen, Ting King Fung, Kua Wei Hao, and Clement Wong, showcased their altruistic nature by volunteering at the Lions Club Blood Donation Campaign, which was held on 2 April 2023 at the SGM Culture Centre in Cheras, Kuala Lumpur.

Apart from offering their services as volunteers, the students also participated as blood donors during the campaign.



Furthermore, the students demonstrated exceptional generosity by contributing the proceeds generated from their recent fundraising activities at First City University College to the Lions Club. This contribution will aid the Club in financing their initiatives that provide free eye check-ups and health screenings to individuals who require them.

We applaud and commend all the students involved in this project for their unwavering dedication and commitment to serving the community.

COMMUNITY SERVICE

STUDENTS CONTRIBUTE TOWARDS ENVIRONMENTAL CONSERVATION THROUGH TREE PLANTING

Tree planting is an excellent activity that promotes environmental conservation and contributes to mitigating climate change. That was the message carried by a group of our students when they visited the Free Tree Society (FTS) in Kuala Lumpur on 4 April 2023 for their tree-planting project.

Elim Wong, Tang Qi Xuan, Kennis Wong Zhi Qing, Teh Kai Li, Tai Seng De, Boon San Sann, Chong Su Yau, and Poon Weng Hong demonstrated a strong sense of responsibility towards the environment. Their commitment to the cause was reflected in their eagerness to participate in the tree-planting project and other related activities at FTS, showcasing their dedication to spreading awareness about environmental preservation and creating a greener future for Malaysia.



Their efforts highlight the importance of individual responsibility and how small community-based initiatives can contribute towards achieving a larger goal of protecting the environment.

The students' commitment to making the world a better place went beyond tree planting, as they also chose to donate their fundraising proceeds to FTS. This act of kindness will have a significant impact on the society's ability to carry out its mission of protecting the environment. Their efforts were a true testament to their dedication, and their actions served as an inspiration to all of us.



COMMUNITY SERVICE

STUDENTS ENGAGE WITH CHILDREN FROM A CHILDREN'S HOME FOR AN UNFORGETTABLE EVENING



It was a heart-warming sight when students from First City University College banded together to create a spectacular movie outing for children from the Trinity Community Children Home (TCC Home) on 1 April 2023.



But this wasn't just any ordinary movie night at 1 Utama Shopping Centre - it was a heart-warming event designed to spread joy and laughter to the group of children who truly deserved it.

For the children who come from underprivileged backgrounds, activities like going to the movies are often out of reach due to various reasons. These students' generosity in arranging the movie date not only gave these children an opportunity to enjoy a leisurely outing, but also provided them with a chance to bond with their peers and create cherished memories.



Such acts of kindness can have a lasting impact on these children, instilling a sense of hope and positivity, and inspiring them to pay it forward in their own lives. The initiative taken by these students is a wonderful example of how a small act of kindness can make a big difference in the lives of others.

But that was not all. The students took their good deeds one step further by generously donating the proceeds from their recent fundraising efforts to TCC Home. Their act of kindness will undoubtedly go a long way in supporting the home's daily operations and providing the much-needed assistance to those in need.



Kudos to the following students for their empathy and commendable act of kindness:

Chong Xian Lim (Harland)

Winnie Yeap Si Hoong

Lee En Xuan

Hoo Zhen Yee

Zhang Hao Chen

Teoh YiaXin (Jean)

Shina Nataria Halim

Yap Hong Sheng

Tan Kelvin

Sit Wei Yang

Ku Shaw Chern

Ng Kiah Poh

Jason Ooi Wei Chun

Kugendren A/L Chandramoghan

BUILDING A STRONG ACADEMIC FOUNDATION THROUGH FOUNDATION PROGRAMMES

A foundation programme is designed to help students develop the academic skills and knowledge needed for success at the degree level. It bridges the gap between high school and university and provides students with a solid grounding in the fundamentals of their chosen field of study.

For the three Foundation programmes offered at First City University College, namely Foundation in Art & Design, Foundation in Business Administration and Foundation in Engineering, Science & Technology, students can be assured that they are provided with the opportunity to explore their interests, strengths, and career goals to the fullest before embarking on their degree programme. They can make informed decisions about their future careers and avoid wasting time and money on a degree that may not be suitable for them.

Each of the three Foundation programmes offered at First City University College is unique and they were designed and developed based on the best of British education. For the record, First City University College has more than two decades of excellence in offering the best of British education through its previous UK franchised degree partnerships. This excellence has since been contextualised to meet local industry needs and expectations.

The Foundation programmes offered at First City University College were carefully and meticulously developed to address every concern a student has before making his or her decision on the right degree programme. Students can build a strong academic foundation through the three academic foundation programmes offered at First City University College as students are provided with a supportive learning environment, smaller class sizes, and more personalized attention from their lecturers. Students can be assured of a smooth transition before enrolling in their chosen degree programmes.





Quality Education
1 Ideal Location



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