

FIRST CITY UNIVERSITY COLLEGE **FIRST** BULLETIN

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**Excellence Recognised:
First City University College achieves
'Competitive' rating in Setara 2022**

**Minister of Science, Technology & Innovation
launches Malaysia Techlympics 2023 (Central
Zone) and Karnival Minggu Sains Negara
2023 (Selangor) at First City University College**



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A CHAT WITH OUR VICE-CHANCELLOR

First City University College reached a monumental milestone with the recent announcement of our "Competitive" rating in the SETARA 2022 assessment. This achievement bestows recognition upon our commitment to excellence and fills us with immense pride as we join the ranks of Malaysia's top-tier higher education institutions.

SETARA, the Integrated Rating of Malaysian Higher Education Institutions, is a rigorous evaluation framework established by the Ministry of Higher Education (MOHE) to ensure and assess the quality and standards of both public and private universities and university colleges in Malaysia.

Our achievement in SETARA 2022 extends beyond our institution; it stands as a resounding testament to the contributions and dedication of every staff member and student of

First City University College. The 'Competitive' rating achieved mirrors our shared aspirations to deliver the finest in education, affirming our reputation as a trusted higher education provider in the country.

I am also delighted to share our illustrious track record of excellence in MyQUEST (Malaysian Quality Evaluation System for Private Colleges) during our early years as KBU International College. Our consistent 5-Star rating in MyQUEST reflects our commitment to upholding rigorous educational standards and our steadfast adherence to the stringent criteria set forth by the Ministry of Higher Education (MOHE). This commitment to excellence has been a continuous hallmark of our institution, showcasing our sustained dedication to maintaining high standards from our inception to the present day.



I extend my heartfelt congratulations as well as my gratitude to all our stakeholders, including our industry partners for our inspirational achievement in SETARA 2022. Let's continue working in unity and synergy to continually push our boundaries and set new standards in our pursuit of excellence.

PROF. DR. SAW SOR HEOH
Vice-Chancellor, First City University College

EXCELLENCE RECOGNISED:

**FIRST CITY UNIVERSITY COLLEGE ACHIEVES
'COMPETITIVE' RATING IN SETARA 2022**



First City University College has achieved yet another major milestone, one that fills our entire community with immense excitement and pride. We are thrilled to announce that our institution has earned a "Competitive" rating in the SETARA 2022 assessment, firmly establishing us as one of Malaysia's premier higher education institutions.

SETARA, or the Integrated Rating of Malaysian Higher Education Institutions, is a rigorous evaluation system meticulously designed and developed by the Ministry of Higher Education (MOHE) to assess and uphold the quality and standards of both public and private universities and university colleges in Malaysia.

The "Competitive" rating achieved in the SETARA 2022 assessment is a powerful testament to the dedication

and commitment of our entire First City University College community. It reflects our relentless pursuit of excellence that runs through our visionary leadership, dedicated faculty, and enthusiastic students. We take pride in excelling across all aspects of our operations, which encompass academic development, academic service delivery, research initiatives, and partnerships and collaboration.

Quality education has always been our hallmark since the early years of our establishment as KBU International College. Our reputation for academic excellence is further enriched by our state-of-the-art facilities, cutting-edge technology, and a dynamic learning environment that encourages innovation and critical thinking. Our commitment to holistic education is evident in our diverse range of programmes spanning various disciplines, from business and engineering to arts and design. We aim to prepare our students to thrive in an ever-evolving global landscape.



Moreover, our success story extends beyond the academic realm. Our graduates have consistently made significant contributions to various industries, not only in Malaysia but also on a global scale. They have emerged as accomplished professionals, innovative entrepreneurs, and recipients of industry awards. They stand as living testaments to our ability to nurture talent and empower individuals to excel in their chosen fields.

This SETARA achievement is a source of great joy and pride for our entire First City University College community, inspiring us to continue maintaining the highest standards of education and excellence in everything we do.

MINISTER OF SCIENCE, TECHNOLOGY & INNOVATION LAUNCHES MALAYSIA TECHLYMPICS 2023 (CENTRAL ZONE) AND KARNIVAL MINGGU SAINS NEGARA 2023 (SELANGOR) AT FIRST CITY UNIVERSITY COLLEGE



During his welcome speech, Tan Sri Dato' (Dr) Teo emphasized First City University College's commitment to supporting MOSTI's initiatives aimed at promoting STEM education among students. He highlighted the institution's dedication to playing a role in advancing the country's Science, Technology, Innovation, and Economics (STIE) sectors through the promotion of scientific approaches, advanced technology, and the development of human capital.

The Ministry of Science, Technology & Innovation (MOSTI) launched two significant events simultaneously on 7 September 2023 at First City University College: the Malaysia Techlympics 2023 (Central Zone) and the Karnival Minggu Sains Negara (MSN) 2023 Selangor.

The launch was graced by the presence of YB Chang Lih Kang, the Minister of Science, Technology & Innovation, along with Datuk Ts. Dr. Haji Aminuddin Bin Hassim, MOSTI's Secretary General, and Tan Sri Dato' (Dr) Teo Chiang Liang, the Board of Governors, and Director of First City University College. Also in attendance was Vice-Chancellor, Professor Dr. Saw Sor Heoh.



YB Chang, in his launching speech, voiced his concern about the decreasing interest of the younger generation in STEM education. He expressed optimism that MOSTI's initiatives, including Malaysia Techlympics and the Karnival Minggu Sains Negara, could serve as valuable educational platforms and sources of inspiration for students, reigniting their interest in STEM fields.

YB Chang also extended his gratitude to key stakeholders, including the Ministry of Higher Education, Ministry of Education, State Education Departments, District Education Offices, and higher education institutions like First City University College, for their unwavering support of MOSTI's efforts to advance science, technology, and innovation in Malaysia.

The Malaysia Techlympics 2023 welcomed the participation of students from both primary and secondary levels, while the Karnival Minggu Sains Negara (MSN) 2023 Selangor was an inclusive event open to schools from Selangor, Kuala Lumpur, and Putrajaya, as well as the public.



Over the course of two days, thousands of students and visitors from schools in Selangor, Kuala Lumpur, and Putrajaya gathered at First City University College's campus in Bandar Utama, Petaling Jaya, to enjoy an engaging experience with science, technology, and innovation.

FACULTY OF DESIGN & BUILT ENVIRONMENT

EMBRACING AI REVOLUTION: FACULTY OF DESIGN & BUILT ENVIRONMENT'S INFORMATIVE SYMPOSIUM



Tan Sri Dato' (Dr) Teo Chiang Liang, the Board of Governors, and Director of First City University College was also present during the symposium.

Professor Dato' Dr. Ahmad, during his opening remarks, delved into the topics of Design and Sustainability. He also intriguingly explained the concepts such as Super Artificial Intelligence, Artificial Intelligence, and Authentic Intelligence, discussing their potential impacts on our future.

The Department of Design of the Faculty of Design & Built Environment hosted a highly informative symposium on the topic of artificial intelligence (AI) and its impacts on our future.

Prof. Dr. Saw Sor Heoh, Vice-Chancellor of First City University College, welcomed attendees with enthusiasm in her opening address. She highlighted the symposium's significance in First City University College's research agenda, particularly in light of the institution's recent achievement of a 'Competitive' rating in SETARA 2022. Prof. Dr. Saw mentioned that the symposium could serve as a precursor to the institution's upcoming Research Day event, scheduled for November this year.

The symposium featured two engaging sessions presented by Raymond Chou and Dr. Mohd Hafiz bin Hanif. Chou's talk focused on the practical applications of AI in business, while Dr. Mohd Hafiz explored the theme of "Designing Instructions in the Age of AI." The event concluded with a Panel Discussion and a Q&A session, both expertly moderated by Ms. Penny Low, an alumna who graduated with a Master of Design Management from First City University College.

The "Embracing AI Revolution Symposium," which took place on 12 September 2023, garnered significant interest from both academics and students. It featured a distinguished lineup of speakers, including Professor Emeritus Dato' Dr. Ahmad bin Hj Zainuddin, Chairman of CIDE; Raymond Chou, Past President of Entrepreneurs' Organisation Malaysia; and Dr. Mohd Hafiz Md Hanif, Chief Technology Officer of Siagax Group.



FACULTY OF DESIGN & BUILT ENVIRONMENT

EXPLORING THE INTERSECTION OF CULTURE AND INTERIOR ARCHITECTURE

The bustling town of Ipoh, Perak, recently played host to an exhilarating and educational 3-day, 2-night study trip for 39 enthusiastic students pursuing a degree in BA (Hons) Interior Architecture and Design.

This captivating excursion from 20 – 22 September 2023 was aptly named "IPOH: The Intersection of Culture and Interior Architecture Evasion," as it provided a unique opportunity for these aspiring designers to immerse themselves in the rich history and culture of Ipoh while honing their skills in site analysis and investigation.

Under the guidance of their dedicated lecturers, Idr Fakhul Zaman, Norhayati Ibrahim, and Nur Hafisah Fadzil, the students embarked on a journey of exploration and discovery. Their mission: to unravel the intricate tapestry of interior architecture woven into the historical and tourist sites of Ipoh.

One of the sites visited on this captivating journey was the Ipoh Old Town, where the students delved deep into the architectural marvels of this heritage area. Here, they meticulously documented the design elements that have withstood the test of time, blending colonial influences with local aesthetics.



The students were also captivated by the fusion of spiritual devotion and architectural grandeur at the Sam Poh Tong cave temple, making this site a remarkable case study in harmonizing cultural significance with interior design. Other sites visited include Tasik Cermin, Gunung Lang, Kellie's Castle and the Tanjung Tualang Tin Dredge.



Throughout the journey, these budding interior architects honed their skills in site analysis and investigation, capturing the essence of each location in meticulous detail. The knowledge gained from this immersive experience will undoubtedly serve as a wellspring of inspiration and insight as they continue their academic and professional pursuits.

FACULTY OF DESIGN & BUILT ENVIRONMENT

"EXTRAVAGANT PARADE" COMPETITION: FOSTERING COLLABORATION AND CREATIVITY



Congratulations to the following student groups for shining in the "Extravagant Parade" Competition:

1st Prize (Best Costume Design Prize) TEAM: GRYFFINDOR

1. Chan Pei Ni
2. Danalakshmi Vadivelu
3. Low Le Tao
4. Sarah Liong
5. Bong Pei Zhe
6. Goh Cheng Hao
7. Chloe Saw Kai Yee
8. Ling Kai Xin
9. Nicholas Chee Zheng Jack
10. Yong Yu Qi
11. Hannah Ting Na Na
12. Pang Jin Toa
13. Lai Chun Fai
14. Ralph Ha Shau Seng
15. Isabell Natallie Aaron
16. Lai Xin Yi

2nd Prize TEAM: BLACK SQUAD

1. Eric Liew Yu Chien
2. Harresha Gunaprakas
3. Maryam Ahmed
4. Eunice Chua
5. Charlyne Low
6. Ho Yu Xun

The "Extravagant Parade" Competition held on 15 September 2023 by the Department of Built Environment, Faculty of Design & Built Environment provided an excellent opportunity for students enrolled in the BA (Hons) Interior Architecture & Design (BIAD) programme to kickstart the new semester with an exciting and collaborative initiative.

This creative challenge, which was also a part of the orientation programme for the September 2023 Intake, brought together both junior and senior BIAD students. The primary objectives of this creative challenge were to promote teamwork and interactions between senior and junior students and to drive them to develop innovative designs for a parade.

"Extravagant Parade" has set the tone and acts as a precursor to the costume parade to be held during the prestigious MILD Students' Saturday 20LIMA:10 event scheduled for 11 November 2023, where First City University College will be the host institution.

FACULTY OF DESIGN & BUILT ENVIRONMENT

IMMERSIVE FIELD TRIP: UNCOVERING KL OLD TOWN'S RICH HERITAGE

On 18 September 2023, a group comprising 27 Year 2 students from the BA (Hons) Interior Architecture & Design programme, along with their two lecturers, Macy Quah and Foo Cherk Kang, embarked on a field trip to KL Old Town, also known as Chinatown.

This field trip was a crucial component of the Year 2 Design Studio 3 & 4 projects, which involved "Building Survey and Measuring" to assess the conditions of buildings for the studio design project. Additionally, it included "Socio-Cultural Mapping" of the site to gain insight into both the tangible and intangible aspects of the environment.



During the trip, the students explored various sites, including Kompleks Selangor (Jalan Sultan), Wisma Wui Leng (Jalan Panggong), and the surrounding areas of KL Old Town, including the Sin Sze Si Ya Temple (Pioneers of Kuala Lumpur Museum).

This field trip was organized in collaboration with Lostgens' Contemporary Art Space in Kuala Lumpur and played a crucial role in gathering firsthand information. It helped the students develop a deeper understanding of the context of the location, which would subsequently inform and shape the design concepts in the upcoming stages of their respective projects.



FACULTY OF DESIGN & BUILT ENVIRONMENT

JOURNEY THROUGH TIME: THE LETTERPRESS WORKSHOP EXPERIENCE

On 20 September 2023, a group of 27 Year 2 students enrolled in the BA (Hons) Interior Architecture & Design programme participated in a unique workshop known as the "Letterpress Experience Workshop."



The workshop took place at Lostgen's Contemporary Art Space in Kuala Lumpur and was organized in collaboration with the "Lostprints Community of Lostgen's Contemporary Art Space." It was an integral part of the Year 2 Design Studio 3 & 4 projects with the objective of introducing students to one of the oldest printing techniques – letterpress printing.

During the workshop, students had the opportunity to explore and engage in hands-on activities related to composing, moveable type printing, and relief printing techniques. This experience allowed them to delve into the historical art and technology of the early 20th century. The knowledge and skills they acquired during the workshop were then put in use as they created visual narrative posters reflecting their experiences and discoveries from their earlier KL Old Town field trip on 18 September 2023.

In essence, the workshop served as a means for students to connect with the past, learn about traditional printing methods, and apply this newfound knowledge to express the essence of KL Old Town through their visual storytelling posters.



FACULTY OF ENGINEERING & COMPUTING

CONTINUING PROFESSIONAL DEVELOPMENT: FACULTY TRAINING IN SIEMENS EDA DFT MODULES



Seven faculty members from the Faculty of Engineering & Computing (FEC), including Asst. Prof. Ir. Dr. Tay Ching En Marcus, Dr. Nurul 'Atiqah binti Ahmad, Mohammad Hafizuddin bin Ameruddin, Dr. Nur Dalila binti Rizuan, Dr. Norhayati binti Mohd Zainee, Dr. Mas Izzati binti Fazin, and Foo Choon How, participated in a rigorous professional development opportunity. They attended an intensive training programme on Siemens EDA Design for Test (DFT) Modules.

The three-day intensive training, organized by Emerald Systems Sdn. Bhd, took place from 20 – 22 September 2023 at FEC. It was conducted virtually and delivered by Assoc. Prof. Ir. Ts. Dr. Florence Chia Mei Choong from Heriot Watt University.

During the training, the participants delved into the utilization of Siemens' Tessent version v2021.3, which is considered the cutting-edge industry standard for integrated circuit (IC) design tools within the context of teaching and learning.

The intensive Siemens EDA Design for Test (DFT) Modules training programme marks a significant step forward in enhancing the expertise and knowledge of the participants in the field of integrated circuit (IC) design. The valuable insights gained from this programme will not only benefit the faculty members themselves but will also have a positive impact on the quality of education and research within FEC.

FACULTY OF ENGINEERING & COMPUTING

MALAYSIA TECHLYMPICS 2023 (CENTRAL ZONE) - CONGRATULATIONS TO ALL THE WINNING SCHOOLS

The Malaysia Techlympics 2023 (Central Zone), which was launched by the Minister of Science, Technology & Innovation on 7 September 2023 at First City University College, was a resounding success.



The two-day Techlympics organised by the Ministry of Science, Technology & Innovation (MOSTI) was held simultaneously with the Karnival Minggu Sains Negara (MSN) 2023 Negeri Selangor, drawing thousands of students, teachers, and visitors to First City University College's campus in Bandar Utama, Petaling Jaya.



First City University College extends its congratulations to all the winning schools who will proudly represent Selangor and Wilayah Persekutuan at the upcoming Malaysia Techlympics 2023 National Level, scheduled to take place in November 2023 in Putrajaya.

Vice-Chancellor, Prof Dr Saw Sor Heoh, and Senior Lecturer Lee Shy Yun, representing the Faculty of Engineering & Computing, had the honour of presenting the Malaysia Techlympics 2023 medals to the winning secondary schools on the event's concluding day.



FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

UNVEILING THE POWER OF RESEARCH: THE RESEARCH TALK SERIES

The Faculty of Business, Hospitality & Communication has undertaken a commendable initiative led by a team of faculty members comprising Senior Lecturer Fong Jia Ling, Assistant Professor Jackie Wong Choon Fah, Assistant Professor Saraswathy A/P Rengasamy, and Lecturer S. Komlavathy A/P Subramaniam. Together, they have embarked on a mission to enrich the academic experience of their students by organizing a Research Talk Series.

In today's era of digital advancements, research serves as a fundamental pillar for driving progress and fostering innovation. Hence, the theme chosen for this captivating talk series is "Unveiling the Power of Research." This theme reflects the team's dedication to inspiring and captivating their students, urging them to actively engage in research activities. The primary goal of this initiative is to cultivate a greater understanding and appreciation for the inherent importance of research among students.

The first sessions of this enlightening series took place on the 13th and 19th of September 2023 while the remaining two talks are scheduled to take place in October.

By offering their expertise and insights, the Faculty of Business, Hospitality & Communication is paving the way for a brighter academic future for their students. Through "Unveiling the Power of Research," they are not only imparting knowledge but also nurturing a generation of inquisitive minds ready to embrace the challenges and opportunities of a research-driven era.



FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

ZERO WASTE SUCCESS: HOT CLUB'S EVENT INSPIRES SUSTAINABLE LIVING



Taking place at Cafe de One Lounge on Level 3 of the North Building, the event began at 10.00 am and continued until 3.00 pm, providing ample time for everyone to participate and engage with the activities and educational opportunities presented.

One of the event's highlights was the Sustainable Pop-Up Store, which featured a diverse range of eco-friendly products and sustainable alternatives. The store offered a glimpse into the world of sustainable living by providing attendees with practical options to reduce their environmental footprint.

The 'Zero Waste: For a Better Future' event organized by the Hospitality & Tourism Club (HOT Club) on 27 September 2023, was a resounding success, leaving a significant impact on both students and staff at our institution. With a commitment to fostering sustainability and raising awareness about zero waste living principles, this event received encouraging participation and support from the campus community.





Additionally, the Recycle Booth played a crucial role in educating participants about proper recycling techniques and the importance of waste segregation. Attendees were able to gain hands-on experience in sorting and separating recyclables, emphasizing the significance of responsible waste management.



The 'Zero Waste: For a Better Future' event served as a launching pad for many students and staff, inspiring them to embrace a sustainable lifestyle and make conscious choices that benefit the environment. By promoting environmentally conscious practices and showcasing accessible solutions, the HOT Club's initiative has undoubtedly left a lasting impression on our campus community.



EVENTS & HAPPENINGS

FIRST CITY UNIVERSITY COLLEGE WELCOMES PARTICIPANTS OF FSI CAREER EDUCATION & FURTHER STUDY COUNSELLING FORUM 2023



The opening of the forum was formally inaugurated by Mr. Ooi Thean Su, the Managing Director of FSI, and Professor Dr. Saw Sor Heoh, the Vice-Chancellor of First City University College.



First City University College extended a warm welcome to the participants of the FSI CAREER EDUCATION & FURTHER STUDY COUNSELLING FORUM 2023, who arrived on our campus for their two-day forum on 1 & 2 Sept 2023.

The forum conducted in both physical and virtual formats, had attracted the participation of more than 100 school principals, counsellors, and educators from 57 secondary schools, including SMK, SMJK, and Chinese Independent Schools, representing various regions across the nation.

FSI, which stands for Further Study Intelligence, is a prominent further study counseling and placement service centre in Malaysia. The centre offers comprehensive online and offline services to students and parents, with a primary focus on Mandarin-speaking individuals.





During her opening address, Professor Dr. Saw emphasized the significance of this gathering in the professional and academic development of the participants. "We have come together today under the banner of the Career Education & Further Study Counselling Forum, united in our commitment to empowering school counsellors and educators with the necessary tools, knowledge, and skills to effectively guide and mentor students on their journey to success. This forum resonates deeply with our shared goal of nurturing the potential of every young individual and creating their paths towards a fulfilling future," she remarked.

Mr. Ooi extended his warm welcome to the delegates and expressed his delight that the forum coincides with the 25th Anniversary Celebration of FSI. He also expressed gratitude to First City University College, the keynote speaker Professor Emeritus Jin Shuh-Ren from the National Taiwan Normal University, and all the presenters for their valuable contributions in ensuring the success of this event.



EVENTS & HAPPENINGS

BIZ LINK YOLO CUP 2023: A THRILLING BADMINTON SHOWDOWN WITH BRICKFIELDS ASIA COLLEGE

In a thrilling display of sportsmanship, First City University College and Brickfields Asia College (BAC) clashed on the badminton court in the highly anticipated Biz Link YOLO Cup 2023 badminton tournament that had the campus buzzing with excitement.



The tournament, held on 13 Sept 2023 at First City University College's Sports Centre, was supported by Biz Link Holdings Sdn Bhd, MCA Youth, Avante Hotel and Centrepont Bandar Utama.

After the brief opening attended by the General Manager of Avante Hotel David Oh, Head of Student Services Weladavi Rahula, Club Advisor of Sport Regiment Wong Ban Leong, Biz Link YOLO Cup representatives Wong Her Seng and Alvis Ang Kim Lee, the tournament witnessed some intense singles and doubles matches, showcasing the agility and strategic prowess of both teams.

Ultimately, Brickfields Asia College managed to secure their position as the Biz Link YOLO Cup 2023 Champion after clinching a 5 -2 win in the seven-match tournament.



First City University College's Vice-Chancellor Prof Dr Saw Sor Heoh and Mr Issac Wong, the Vice Chairman of MCA Youth Selayang presented the medals to the winners. The prize-giving ceremony was well attended by the various representatives who included Mr. Lee Pin Hui (Managing Director) and Mr. See Hock Seong of Biz Link Holdings Sdn Bhd, Mr Alvis Tan (Sales Director of Adidas Malaysia) and Ms Natasha Salleh (Assistant Manager of Centrepont Bandar Utama).



The tournament was a celebration of sporting excellence and a testament to the spirit of healthy competition and camaraderie between these two institutions of higher learning. It left all in attendance eagerly awaiting the next chapter in this thrilling badminton rivalry.

Congratulations to the Organising Team from the First City University College's Sport Regiment, and the playing team for a wonderful display of teamwork and sportsmanship.

First City University College's Playing Team:

Lim Zhen Zhuo

Kong Jun Xiu

Tee Won Yin

Yeap De Jia

Hor Wen Chong

Jameson Chin

Winner of the Most Valuable Player (MVP) Award

Harland Chong Xian Lim

Henry Loo Jang Heng

Lim Lee Tong

Lay Siang Chin

Gui Zhi Xiang



EVENTS & HAPPENINGS

A VIBRANT START: ORIENTATION PROGRAMME FOR SEPTEMBER INTAKE

The September 2023 Intake at First City University College witnessed an unforgettable first day as the Student Services Department put in efforts to arrange a highly informative and exciting Orientation Programme on 11 September 2023.



The purpose of this Orientation Programme was to warmly welcome the new students to the campus and ensure they felt a strong sense of belonging right from the beginning. This welcoming event included a variety of engaging activities and informative sessions, making sure that the students not only received important information but also had a great time.

The first part of the programme featured a Mass Call for the September 2023 Intake, where Vice-Chancellor Prof Dr. Saw Sor Heoh, along with the Deans of the faculties and Heads of Departments/Centres, welcomed the new students.



As part of the welcome agenda, the Performance Arts Club (PAC) delivered a dance and song performance that left the new students impressed. The Student Services Department recognized the significance of showcasing the vibrant campus culture and the wide range of extracurricular activities available, and the PAC enthusiastically seized the opportunity to impress the newcomers.



In the afternoon, the programme took an energetic turn with team-building activities and icebreaker games organized by the Student Council. These interactive sessions encouraged the students to step out of their comfort zones, collaborate with their peers, and establish strong bonds within their respective groups.

The September 2023 Orientation Programme not only provided essential information but also created a lively atmosphere of inclusivity and camaraderie, leaving the students well-prepared to embrace all the opportunities and experiences that awaited them at First City University College.



EVENTS & HAPPENINGS

FIRST CITY UNIVERSITY COLLEGE STUDENTS JOIN ASIA PACIFIC YOUTH FOLKLORE FESTIVAL

The 1st Asia Pacific Youth Folklore Festival 2023, hosted by Majlis Bandaraya Petaling Jaya (MBPJ) on 23 & 24 September 2023, was a vibrant and culturally enriching event that brought together more than 180 participants from 12 countries. The event was a celebration of the rich and diverse cultural heritage of the Asia Pacific region and aimed to promote intercultural exchange and understanding among the youth.



The participating countries in this grand cultural gathering included Malaysia, China, India, Indonesia, Iran, Japan, Lithuania, Philippines, Singapore, Sri Lanka, Thailand, and Timor-Leste. Each of these nations brought their unique traditions, folklore, and artistic expressions to the festival, creating a colourful tapestry of cultures under one roof.

Our students did not miss the chance to participate in the festival as they had the opportunity to engage in various cultural workshops, exhibitions, and interactive activities. These activities allowed them to immerse themselves in the rich folklore, traditions, and artistry of the Asia Pacific region. From traditional dances and music performances to handicraft displays and culinary delights, the festival provided a comprehensive experience of the participating countries' cultural heritage.

For the record, First City University College is a strategic partner of PJ Learning City operating under the authority of Majlis Bandaraya Petaling Jaya (MBPJ). The city of Petaling Jaya was accepted as a member of UNESCO Global Network of Learning Cities (GNLC) on 7 June 2018, making it the first and only Malaysian city to be acknowledged as a Learning City by UNESCO.

EVENTS & HAPPENINGS

CHARTING THE PATH TO CAREER SUCCESS: SMK SERI SERDANG'S ENGAGEMENT SESSION

The engagement session with over 350 students from SMK Seri Serdang on 19 September 2023 was indeed an exciting event. Nur Amira binti Mohamad, a representative from the Student Recruitment Division of First City University College, played a pivotal role in delivering a short yet impactful talk on the topic of "How to Prepare for Career Success."



The engagement session was organized in conjunction with StudyMalaysia's Further Study Workshop, reflecting the commitment of both First City University College and StudyMalaysia to provide students with valuable insights and guidance as they embark on their educational and career journeys.

Nur Amira's talk provided the students with a roadmap for achieving career success, emphasizing the importance of early preparation, and setting clear goals besides work-life balance.

Both First City University College and StudyMalaysia were pleased to witness the enthusiasm and engagement of the students, who gained many insights and guidance as they navigated their future educational and career endeavours. The success of the event served as a testament to the commitment of both entities to empower students with the knowledge and tools they need to achieve their career aspirations.



EVENTS & HAPPENINGS

FIRST CITY UNIVERSITY COLLEGE'S ACTIVE ENGAGEMENT IN PETALING JAYA BOOK EXPO 2023



During the PJBX 2023 Launch Ceremony held on 11 September 2023 at the Dewan Sivik Petaling Jaya, First City University College, represented by its Head of Corporate Communication & Public Relations Philip Lim received the Certificate of Appreciation from the Deputy Mayor Tuan Aznan bin Hj Hassan.

First City University College's participation in PJBX 2023 included the delivery of a talk titled "Becoming an Engineer: Pathways and Insights" on 16 Sept 2023 by Ir Ts Sukhairul Nizam Bin Abdul Razak and the setting up of the promotional booth at PJBX 2023 on 16 & 17 Sept 2023.

First City University College is honoured to be one of the strategic partners within the framework of Petaling Jaya Learning City, operating under the authority of Majlis Bandaraya Petaling Jaya (MBPJ).

For the record, the city of Petaling Jaya was accepted as a member of UNESCO Global Network of Learning Cities (GNLC) on 7 June 2018, making it the first and only Malaysian city to be acknowledged as a Learning City by UNESCO.

Actively involved in the various initiatives by the MBPJ's PJ Learning City team, First City University College participated in the Petaling Jaya Book Expo 2023 (PJBX 2023), held from 9 – 17 September 2023.



EVENTS & HAPPENINGS

MILESTONES AND MEMORIES: FSI'S 25TH ANNIVERSARY CELEBRATION AT FIRST CITY UNIVERSITY COLLEGE



It was a memorable and joyous occasion for everyone when First City University College participated together with Further Study Intelligence (FSI) to celebrate the momentous FSI 25th Anniversary Celebration. The celebration was held in conjunction with the FSI Career Education & Further Study Counselling Forum 2023 of which First City University College hosted on 1 & 2 September 2023.

The celebration kicked off with the cake-cutting ceremony, a symbolic gesture that signified the long-standing partnership between First City University College and FSI. The 25th Anniversary cake, a masterpiece crafted by the talented hospitality team of the Faculty of Business, Hospitality & Communication, was a visual delight.



The cake-cutting ceremony was not just about indulging in delicious cake but also about strengthening the already close ties between First City University College and FSI. It also symbolized the unity and collaboration between the two establishments, further strengthening their commitment to guiding students towards a bright and fulfilling future. The established collaboration has been instrumental indeed in guiding many students towards a brighter future through career education and further study opportunities.

EVENTS & HAPPENINGS

EMPOWERING EDUCATORS: FIRST CITY UNIVERSITY COLLEGE'S OUTCOME-BASED EDUCATION WORKSHOP

A workshop titled 'Outcome-Based Education Planning, Development, Implementation and Evaluation Cycle' workshop was conducted on 8 September 2023 at the Centre for Postgraduate Studies, First City University College, in conjunction with the induction programme for the new employees.



The workshop was spearheaded by Assistant Professor Ir. Dr. Tay Ching En Marcus, who holds the roles of Program Coordinator and Head of Academic Quality Assurance for the Faculty of Engineering and Computing. Dr. Marcus's primary responsibility was to provide guidance and training to the programme team in the implementation of Outcome-Based Education (OBE). Dr. Marcus brings a wealth of experience and a proven track record in successfully implementing OBE in the Bachelor of Electronic Engineering with Honours programme while ensuring adherence to the requirements set by the Engineering Accreditation Council (EAC).

Outcome-Based Education (OBE) represents a methodical approach to delivering curricula, emphasizing a well-defined set of intended objectives designed to support the five clusters of learning outcomes within the Malaysian Qualifications Framework (MQF). OBE is firmly grounded in the philosophy of student-centred learning, with a central focus on assessing students' learning outcomes.

Participation in this training workshop was extended to 12 faculty members from First City University College, representing various faculties, including the Faculty of Business, Hospitality and Communication, Faculty of Design and Built Environment, and Faculty of Engineering and Computing.



EVENTS & HAPPENINGS

SCHOOL OUTREACH PROGRAMME: FIRST CITY UNIVERSITY COLLEGE'S DEDICATION TO EDUCATIONAL ENRICHMENT



First City University College played host to over 250 students from SMK Bandar Utama Damansara (3) for the school's "Program Perkampungan Ilmu". The programme was held over two days at its campus on 19 & 20 September 2023.

We are committed to supporting schools, especially our neighbouring schools, in their pursuit of academic excellence. We are also committed to fostering a strong educational community around us. The engagement session conducted by Tee Poh Kuun, the Acting Head of the Student Recruitment Division, reflects our dedication to helping young minds explore the myriad opportunities available at our institution.

In addition to hosting the students from SMK Bandar Utama Damansara (3) for "Program Perkampungan Akademik," First City University College remains committed to a wide range of school outreach programmes aimed at nurturing and enhancing educational enrichment. For instance, we have come up with our Faculty Workshop Series, consisting the "Screen Printing Workshop", "ZOOM:BIT Robot Car Workshop" and the "Entrepreneurship Workshop: The Cupcake Business".



We firmly believe that education is a powerful tool for personal and societal growth, and we are dedicated to providing students with access to valuable resources, knowledge, and learning experiences.

STUDY, WORK & LIVE – HARTING YOUR FUTURE WITH FIRST CITY UNIVERSITY COLLEGE

First City University College offers a unique opportunity for students to seamlessly integrate their educational journey, professional career, and living arrangements all within the same location. This distinctive "ecosystem" allows students to commence their tertiary education at the institution and, upon graduating, transition into the workforce while residing in the vibrant Bandar Utama township in Petaling Jaya.



This exclusive 'ecosystem' is only possible for the students because First City University College 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 currently the location of choice for many commercial and business entities as well as multinationals. BUCC is also home to the group-owned 1 Utama Shopping Centre,

Centrepoint Bandar Utama, The Club (Bukit Utama Golf Resort), 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 and 1 Tech Park which are tagged with the coveted Malaysia Digital status, the 28-storey 1 Powerhouse, IBM Plaza, KPMG Tower, and Sri Pentas (Media Prima Group).

This is also why all the programmes offered at First City University College are not only aligned with industry demands but also specifically designed to meet the requirements of the numerous businesses and commercial sectors in the BUCC area where First City University College is situated.

In short, students enrolled at First City University College have the opportunity to plan their future right from the beginning. They can kickstart their higher education at their preferred institution, and upon completing their studies, they can seamlessly integrate into the thriving business networks in BUCC, where job prospects are plentiful. After securing employment, they also have the option to live in Bandar Utama and be part of the dynamic residential community within the township.



Quality Education
1 Ideal Location



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