



**FIRST CITY
UNIVERSITY
COLLEGE**
WAY AHEAD

FACULTY OF **BUSINESS, HOSPITALITY & COMMUNICATION**

**BUSINESS ADMINISTRATION
BUSINESS MANAGEMENT
ACCOUNTING & FINANCE
MARKETING
INTERNATIONAL BUSINESS
HOSPITALITY & HOTEL MANAGEMENT
MASS COMMUNICATION**



ABOUT US

First City University College has been a trusted private higher education provider in Malaysia since 1990.

For over three decades, the institution has consistently offered affordable and high-quality higher education to both Malaysian and international students.

First City University College offers future-proof, industry-driven programmes and they are accredited by the Malaysian Qualifications Agency (MQA) and relevant professional bodies.

First City University College's students are reputed to be highly employable as they are prepared to be future-proof and globally competitive.

With an exemplary track record of providing private higher education of high quality in Malaysia, First City University College achieved a "Competitive" rating under the Integrated Rating of Malaysian Higher Education Institutions - SETARA by the Ministry of Higher Education, Malaysia. This accolade reflects the institution's steadfast commitment to maintaining a standard of excellence in private higher education in Malaysia.



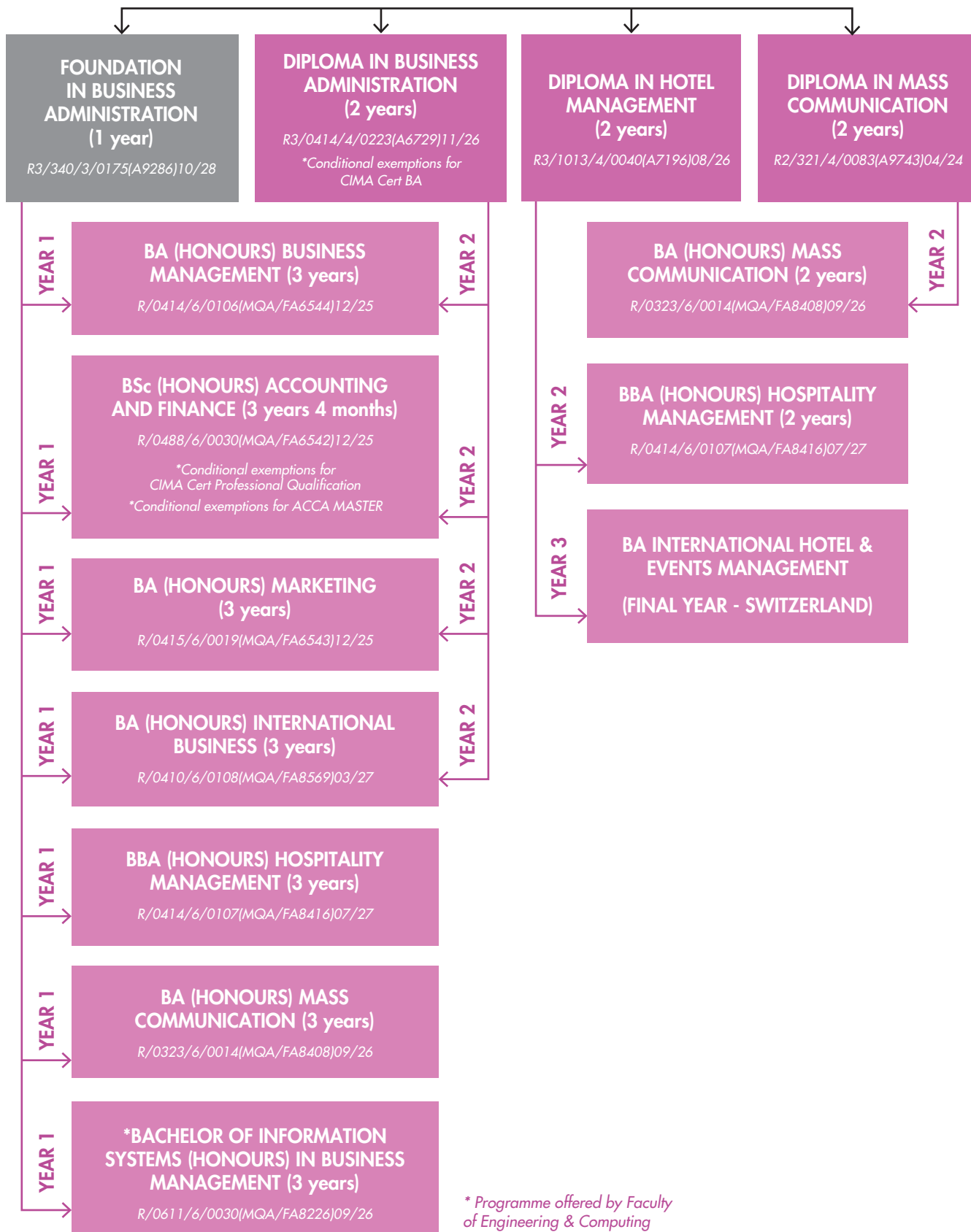


WHY STUDY BUSINESS, HOSPITALITY & COMMUNICATION PROGRAMMES AT FIRST CITY UNIVERSITY COLLEGE?

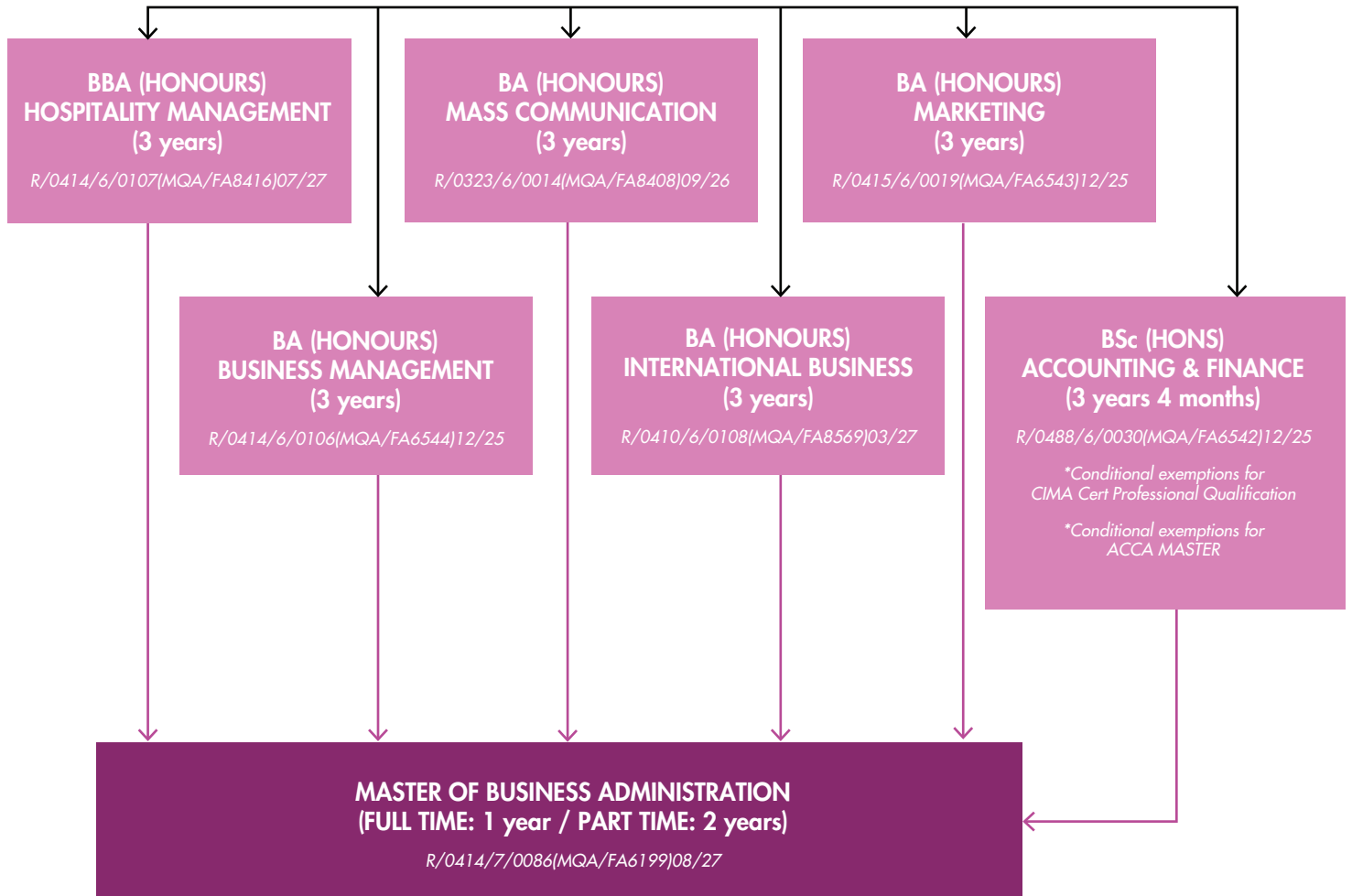
- ✓ **Industry-driven curriculum with industry seminars, visits, industrial training & projects**
- ✓ **State-of-the-art facilities and equipment**
- ✓ **Award-winning projects by students**
- ✓ **Lecturers with relevant academic and professional qualification, and industry experience**
- ✓ **Highly employable graduates & successful alumni**

PROGRAMME PATHWAYS

SPM / O-LEVEL HOLDERS OR EQUIVALENT: FOUNDATION / DIPLOMA PATHWAYS



**STPM / UEC / A-LEVEL HOLDERS OR EQUIVALENT:
DEGREE PATHWAYS**





FOUNDATION IN BUSINESS ADMINISTRATION

R3/340/3/0175(A9286)10/28

This programme is designed to provide a comprehensive foundation in business administration. It involves a blend of academic competencies, subject-specific modules, and the cultivation of critical thinking and communication skills.

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with a solid foundation in business studies to ensure a smooth transition into our degree programmes.
- Enable students to develop communication, critical thinking, writing, presentation and problem-solving skills.
- Instill students with self-confidence and ethical values.

DURATION

1 Year

INTAKE

January, May, September

ENTRY REQUIREMENTS

SPM: Minimum 5Cs (including English)

UEC: Minimum 4Bs (including English)

GCE O-LEVEL: Minimum 5Cs (including English)

OTHER QUALIFICATIONS: Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

A fast track one-year programme for SPM/O-Level holders. Upon successful completion, they will gain entry into any of our Honours Degree programmes in Business Management, Marketing, Accounting & Finance, Hospitality & Tourism, Mass Communication and Business Information System.

PROGRAMME CONTENTS

SEMESTER 1

- Business Mathematics
- Information Technology in Practice
- Principles of Accounting 1
- Microeconomics
- English

SEMESTER 2

- Business Communication
- Introduction to Business Management
- Principles of Accounting 2
- Macroeconomics
- Introduction to Entrepreneurship Skills

SEMESTER 3

Principles of Marketing

Electives:

- Cost & Management Accounting*
- Business Statistics*
- Organisational Behaviour*
- Introduction to Hospitality and Leisure**
- Foundation In Tourism**
- Tourism and Its Environment**

* Students who wish to specialise in Business are required to take these elective modules.

** Students who wish to specialise in Hospitality and Tourism Management are required to take these elective modules.

NOTE: Students who have passed the Foundation in Business Administration programme and have a credit in Mathematics at SPM level; may also enter the Bachelor of Information Systems (Hons) in Business Management.



DIPLOMA IN BUSINESS ADMINISTRATION

R3/0414/4/0223(A6729)11/26

This programme provides comprehensive knowledge and insight into the field of business. Students will have a holistic perspective of the business world and be well-prepared for roles in the corporate sector or to make it on their own as entrepreneurs.

The Chartered Institute of Management Accountants (CIMA, UK) provides graduates with advanced standing into the CIMA Professional Qualification leading to membership of the Chartered Global Management Accountants (CGMA). The Association of Chartered Certified Accountants (ACCA, UK) accepts graduates for the ACCA Professional Qualification Examination.

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with knowledge in Business Planning & Organisation and skills in Business Communication, Financial Accounting Tools, IT Applications and Numerical & Statistical Analysis.
- Equip students with the ability to provide innovative, creative, and ethical solutions in business and management.
- Equip students with communication, teamwork, leadership, entrepreneurial, and social skills.
- Produce graduates with skills to undertake lifelong learning.

DURATION

2 Years

INTAKE

January, June, October

ENTRY REQUIREMENTS

SPM: Minimum 3Cs and at least a pass in English

UEC: Minimum 3Bs and at least a pass in English

GCE O-LEVEL: Minimum 3Cs and at least a pass in English

OTHER QUALIFICATIONS: Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

A fast track programme for SPM/O-Level holders. Upon successful completion, they will gain entry into Year 2 of any of our Honours Degree programmes in Business Management, Marketing, and Accounting & Finance.

CAREER OPPORTUNITIES

- Accounting
- Finance
- Administration
- Marketing
- Operations & Services
- Human Resource
- Communications

PROGRAMME CONTENTS

YEAR 1

- English
- Introduction to Microeconomics
- Information Technology in Business
- Financial Accounting 1
- Organisation Theory and Behaviour
- Business English for Communication
- Introduction to Macroeconomics
- Business Mathematics
- Financial Accounting 2
- Introduction to Information Technology
- English-Reading & Writing for Academic Purposes
- Statistics for Business
- International Business

YEAR 2

- Public Speaking
- Cost Accounting
- Financial Accounting 3
- Introduction to Marketing
- Principles of Management
- Investment Analysis
- Human Resource Management
- Business Ethics
- Introduction to Law
- E-Commerce
- Entrepreneurship
- Business Communication
- Management Accounting
- Fundamentals of Finance

Hotel de One



DIPLOMA IN HOTEL MANAGEMENT

R3/1013/4/0040(A7196)08/26

The programme offers comprehensive training for those who seek to pursue a profession in the service and leisure industry including hotels & resorts, food & beverage management and entertainment & recreation management. Students will undergo internships where they will gain hands-on experience with our industry partners-leading hotels, event companies, F&B outlets and entertainment service providers.

Hotel and Tourism Management Institute Switzerland (HTMi) grants our graduates who successfully complete a mini-project the following:

- HTMi Diploma in International Hotel & Tourism Management
- Direct entry into the final year of their BA International Hotel & Events Management which includes 6 months of paid internship in Switzerland

THE PROGRAMME OBJECTIVES ARE TO:

- Demonstrate knowledge and who are technically competent in the hospitality discipline in line with industry requirements and needs, and who can solve hospitality problems innovatively.
- Communicate effectively and demonstrate good teamwork, supervisory and managerial skills in an organization, and who are also able to use digital sources/applications and numerical processes to perform appropriate tasks related to the hospitality industry.
- Demonstrate good leadership qualities, autonomy and personal responsibility in an organisation and ethical standards through sustainable and appropriate professional approaches.
- Demonstrate entrepreneurship knowledge and skills, and recognise the need for personal development and successful career advancement in the hospitality industry.

DURATION

2 Years

INTAKE

January, June, October

ENTRY REQUIREMENTS

SPM: Minimum 3Cs and at least a pass in English

UEC: Minimum 3Bs and at least a pass in English

GCE O-LEVEL: Minimum 3Cs and at least a pass in English

OTHER QUALIFICATIONS:

Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

A fast track programme for SPM/O-Level holders. Upon successful completion, they will gain entry into Year 2 of any of our Honours Degree programmes in Hospitality & Tourism and Business Management.

PROGRAMME CONTENTS

YEAR 1

- Introduction to Hospitality Industry
- Academic English for Hospitality
- Housekeeping Operations and Management
- Hotel Management
- Principles of Management
- Front Office Operations and Management
- Basic Cookery
- Introduction to Foodservice
- Hotel and Restaurant Accounting
- Reservation System
 - *Business Communication
 - *IT for Academic Purposes
- Hotel Safety and Security
- Hospitality Marketing

**Elective Modules*

YEAR 2

- Supervision in the Hospitality Industry
- Customer Service in Hospitality Industry
- Food and Beverage Service
- Food Preparation
- Food and Beverage Cost Control
- Economics
 - *Organizational Theory and Behaviour
 - *Facilities Management
- Hospitality Entrepreneurship
- Event Management
- Hospitality Law
- Industrial Training

**Elective Modules*

CAREER OPPORTUNITIES

- Hotel & Resort Management
- Food & Beverage
- Event Management
- Entertainment & Recreation
- Hospitality Sales and Marketing
- Theme Park Management
- Human Resource Management



DIPLOMA IN MASS COMMUNICATION

R2/321/4/0083(A9743)04/24

This programme equips students with knowledge and relevant skills to undertake a broad range of mass media and communication roles. It also provides a firm foundation for students to advance their studies in the mass communication discipline at degree level. Students will undergo internships with media and communication companies.

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with knowledge in communication, multimedia, photography, journalism, advertising, marketing and broadcasting.
- Equip students with the ability to provide innovative, creative, and ethical solutions in mass communication.
- Equip students with communication, teamwork, leadership, entrepreneurial, and social skills.
- Produce graduates with skills to undertake lifelong learning.

DURATION

2 Years

INTAKE

January, June, October

ENTRY REQUIREMENTS

SPM: Minimum 3Cs (including English)

UEC: Minimum 3Bs (including English)

GCE O-LEVEL: Minimum 3Cs (including English)

OTHER QUALIFICATIONS: Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

A fast track programme for SPM/O-Level holders. Upon successful completion, they will gain entry into Year 2 of any of our Honours Degree programmes in Mass Communication.

CAREER OPPORTUNITIES

- Media
- Corporate Communications
- Advertising
- Public Relations
- Marketing
- Event Management
- Broadcasting Journalism

PROGRAMME CONTENTS

YEAR 1

- Introduction to Mass Communication
- Public Relations 1
- English
- Introduction to Social Psychology
- Principles of Advertising
- Photography 1
- Introduction to Business
- Writing for Mass Media
- Consumer Behaviour
- Principles of Marketing
- Computer Graphics
- Photography 2
- Media Management
- English for Academic Studies
- Business Communication

YEAR 2

- Introduction to Broadcasting
- Mass Media & Society
- Public Relations 2
- Journalism 1
- Web Design and Development
- Work Placement
- Media and Marketing Communications
- Journalism 2
- Communication Laws
- Speech Communication
- Multimedia Technology
- Mass Communication Project



BA (HONOURS) BUSINESS MANAGEMENT

R/0414/6/0106(MQA/FA6544)12/25

This programme equips students with a broad spectrum of knowledge in business management, marketing and accounting and finance. It exposes students to globalisation and sustainability issues, workforce diversity management, supply chain management, human resource management, risk management and enterprise management. Students will undergo internships where they will gain hands-on experience.

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with knowledge and skills in project management, supply & logistics, risk management, human resource, strategic management and cross-cultural management.
- Equip students with business planning, organising & analytical skills, people management, communication, teamwork, and leadership, entrepreneurial, social and problem-solving skills.
- Equip students with the ability to provide innovative, creative, and ethical business solutions & strategies.
- Produce graduates who can work globally and engage in research and life-long learning.

DURATION

3 Years

INTAKE

January, June, October

ENTRY REQUIREMENTS

STPM: Minimum 2Cs (at least a pass in Mathematics and English in SPM)

UEC: Minimum 5Bs (at least a pass in Mathematics and English)

GCE A-LEVEL: Minimum 2Ds (at least a pass in Mathematics)

FOUNDATION / MATRICULATION:
Pass with minimum CGPA 2.0

DIPLOMA: Pass with minimum CGPA 2.0

OTHER QUALIFICATIONS: Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

Entry into our full-time/part-time Master in Business Administration (MBA) programme with special Alumni tuition fees.

CAREER OPPORTUNITIES

- Business Consultancy
- Retail
- Service
- Human Resource
- Operations
- Logistics & Supply Chain
- Customer Relations

PROGRAMME CONTENTS

YEAR 1

- Economics
- Principles of Accounting
- Business Mathematics
- Business English
- Business Statistics
- Principles of Management
- Financial Accounting 1
- Principles of Finance
- Principles of Marketing
- Business Law

YEAR 2

- Entrepreneurship and Enterprise Management
- Management Information System
- Managing People and Organisation
- Business Project Management
- International Business
- Business Research Methods
- Corporate Finance
- Taxation 1
- Management Accounting
- Social Media Marketing

YEAR 3

- Strategic Management
- Supply Chain Management
- Marketing Management
- Elective 1 (select ONE) :
 - Capital Markets & Malaysian Securities Law
 - Corporate Secretaryship
- Elective 2 (select ONE) :
 - Human Resource Management
 - Risk Management
- Undergraduate Project
- Global Cross-Cultural Management
- Ethics in Business
- Organisational Development Management
- Elective 3 (select ONE) :
 - Company Law
 - Marketing Communications
- Industrial Training



BA (HONOURS) MARKETING

R/0415/6/0019(MQA/FA6543)12/25

This programme equips students with the requisite knowledge and develop skills and competencies in Marketing in a globalised and digitalised world.

Students will learn market research and analytics, e-marketing, marketing plans and strategies and customer relationship management in a challenging and socially networked environment.

Students will undergo internships where they will gain hands-on experience.

The Chartered Institute of Marketing (CIM) offers our students membership at a discounted fee.

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with marketing knowledge and skills for today's dynamic and challenging business environment.
- Equip students with the ability to provide innovative, creative, and ethical marketing strategies.
- Equip students with communication, teamwork, leadership, entrepreneurial, social and marketing analytical skills.
- Produce graduates who can work globally and engage in research and life-long learning.

DURATION

3 Years

INTAKE

January, June, October

ENTRY REQUIREMENTS

STPM: Minimum 2Cs (at least a pass in Mathematics and English in SPM)

UEC: Minimum 5Bs
(at least a pass in Mathematics and English)

GCE A-LEVEL: Minimum 2Ds
(at least a pass in Mathematics)

FOUNDATION / MATRICULATION:
Pass with minimum GPA 2.0

DIPLOMA: Pass with minimum CGPA 2.0

OTHER QUALIFICATIONS: Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

Entry into our full-time/part-time Master in Business Administration (MBA) programme with special Alumni tuition fees.

CAREER OPPORTUNITIES

- Marketing
- Sales & Services
- Customer Relationship
- Retail
- Advertising
- Media Relations
- Public Relations

PROGRAMME CONTENTS

YEAR 1

- Economics
- Principles of Accounting
- Business Mathematics
- Business English
- Business Statistics
- Principles of Management
- Financial Accounting 1
- Principles of Finance
- Principles of Marketing
- Business Law

YEAR 2

- Entrepreneurship and Enterprise Management
- Management Information System
- Business Project Management
- International Business
- Marketing Management
- Business Research Methods
- Social Media Marketing
- Customer Relationship Management
- Marketing Communications
- Service Management

YEAR 3

- Strategic Management
- Supply Chain Management
- Marketing Research
- Elective 1 (select ONE)
 - Business to Business Marketing
 - Consumer Behaviour
- Elective 2 (select ONE)
 - Marketing Consultancy
 - Product Management
- Undergraduate Project
- Global Cross-Cultural Management
- Ethics in Business
- Retail Management
- Elective (Select ONE)
 - Risk Management
 - Organisational Development Management
- Industrial Training



BA (HONOURS) INTERNATIONAL BUSINESS

R/0410/6/0108(MQA/FA8569)03/27

This programme aims to equip students with essential knowledge of international business. Key focal points include fostering an understanding of workplace diversity, mastering cross-cultural management, and exploring pertinent topics such as law, trade, finance, logistics, ethics, and human resource management across borders.

Our curriculum covers global contemporary issues affecting the ever-evolving business landscape, ensuring students are well prepared to thrive in today's dynamic global economy.

Students will undergo internships, providing them with practical, real-world experience.

Chartered Institute of Marketing (CIM) grants our students opportunity to apply for CIM Affiliate status at reduced membership fee.

THE PROGRAMME OBJECTIVES ARE TO:

- Utilize concepts, theories, and ideas from various disciplines to adapt to evolving social, economic, cultural, technological, environmental, and business environments.
- Apply personal, reflective, and interpersonal skills to effectively collaborate and communicate across diverse environments, covering ethical and social responsibilities within organisations and in the wider community.
- Organise and present information gathered from diverse sources to generate quantitative and qualitative data to support evidence-led inquiry, foster debate, and facilitate problem-solving and decision-making processes.

- Use relevant skills, knowledge, and attitudes to motivate, engage and lead others in problem-solving and goal attainment, while upholding personal and collective accountability and promoting business sustainability.
- Use knowledge and skills to think creatively and innovatively and explore the connections among different areas of knowledge within a community of learners.

DURATION

3 Years

INTAKE

January, June, October

ENTRY REQUIREMENTS

STPM: Minimum 2C's and a pass in Mathematics and English in SPM

UEC: Minimum 5B's and a pass in Mathematics and English

GCE A-LEVEL: Minimum 2D's

FOUNDATION/MATRICULATION: MINIMUM CGPA 2.00 and a pass in Mathematics and English in SPM

DIPLOMA: MINIMUM CGPA 2.00 in a related field and a pass in Mathematics and English in SPM

EDUCATION PATHWAYS

Entry into our full-time/part-time Master of Business Administration (MBA) programme with special Alumni tuition fees.

CAREER OPPORTUNITIES

- Business Consultant
- Human Resource Consultant for Multinational Companies
- International Trade Manager
- International Business Manager
- International Operations Manager
- Regional Marketing Manager

PROGRAMME CONTENTS

YEAR 1

- Economics
- Principles of Accounting
- Academic and Employability Skills
- Business English
- Business Statistics
- Principles of Management
- Critical and Creative Thinking
- Principles of Finance
- Principles of Marketing
- Business Law
- Business Communication
- Entrepreneurship and Enterprise Management
- International Economics

YEAR 2

- Multinational Corporations
- International Business
- Business Research Methods
- International Business Project Management
- Corporate Finance
- International Marketing
- Human Resource Management
- Strategic Management
- International Business Law
- International Logistics and Supply Chain Management

YEAR 3

- Elective 1 (select ONE)
 - International Finance
 - Risk Management
- Elective 2 (select ONE)
 - International Trade
 - Mandarin Language (Basic Level)
- Undergraduate Project
- International Inter-Cultural Management
- Ethics and Sustainability Business Management
- Elective 3 (select ONE)
 - Export Management
 - International Human Resource Management
- Elective 4 (select ONE)
 - Managing Change in Organization
 - Organizational Development Management
- Industrial Training



BSC (HONOURS) ACCOUNTING AND FINANCE

R/0488/6/0030(MQA/FA6542)12/25

This programme equips students with up-to-date knowledge and skills in accounting, auditing, taxation and finance, which meets industry and professional standards. The programme also instils a dynamic and innovative leadership with integrity and high ethical values among graduates.

Students will undergo industrial training where they will gain hands-on experience.

Association of Chartered Certified Accountants (ACCA, UK) grants our graduates FULL EXEMPTION from 9 fundamental papers. Graduates only need to complete 4 more papers to obtain a full ACCA Qualification.

Chartered Institute of Management Accountants (CIMA, UK) grants our graduates exemption from 7 papers for the CIMA Professional Qualification Examination.

Chartered Institute of Marketing (CIM) grants our students discounted membership fee for application to be a CIM Affiliate.

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with Accounting & Finance knowledge and skills for today's dynamic and challenging business environment.
- Equip students with knowledge in Accounting & Finance policies, standards and practices for the local and global environment.
- Equip students with communication, teamwork, leadership, entrepreneurial, social and problem-solving skills.
- Enable students to apply ICT in managing information.
- Produce graduates who can work globally and engage in research and life-long learning.

DURATION

3 Years 4 Months

INTAKE

January, June, October

ENTRY REQUIREMENTS

STPM: Minimum 2C+s, credit in Mathematics and pass in English in SPM and MUET Band 2

UEC: Minimum 5Bs (including Mathematics and pass in English) and MUET Band 2

GCE A-LEVEL: Minimum 2Cs (including Mathematics)

FOUNDATION / MATRICULATION: Pass with minimum CGPA 2.5, credit in Mathematics and pass in English in SPM or its equivalent

DIPLOMA: Pass with minimum CGPA 2.5, credit in Mathematics and pass in English in SPM

OTHER QUALIFICATIONS:

Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

Entry into our full-time/part-time Master of Business Administration (MBA) programme with special Alumni tuition fees.

CAREER OPPORTUNITIES

- Corporate Accounting
- Public Sector Accounting
- Audit
- Taxation
- Retail Banking
- Investment Banking
- Finance
- Wealth & Asset Management

PROGRAMME CONTENTS

YEAR 1

- Economics
- Principles of Accounting
- Business Mathematics
- Business English
- Business Statistics
- Principles of Management
- Financial Accounting 1
- Principles of Finance
- Principles of Marketing
- Business Law

YEAR 2

- Entrepreneurship and Enterprise Management
- Management Information Systems
- Managing People and Organisation
- Financial Management
- Financial Accounting 2
- Investment
- Business Research Methods
- Corporate Finance
- Taxation 1
- Management Accounting
- Financial Reporting
- Company Law

YEAR 3

- Strategic Management
- Auditing
- Elective 1 (select ONE)
 - Capital Markets & Malaysian Securities Law
 - Corporate Secretaryship
- Elective 2 (select ONE)
 - Taxation 2
 - Islamic Finance
- Undergraduate Project
- Global Cross-Cultural Management
- Ethics in Business
- Advanced Financial Reporting

YEAR 4

- Industrial Training



BBA (HONOURS) HOSPITALITY MANAGEMENT

R/0414/6/0107(MQA/FA8416)07/27

This programme equips students with knowledge and industry-relevant management and operational skills for the global hospitality and tourism industry.

Students will undergo internships where they will gain hands-on experience with our industry partners-leading hotels, travel agencies, event companies, F&B outlets and entertainment service providers.

First City University College is part of the See Hoy Chan Holdings Group that owns two hotels in Bandar Utama, namely One World Hotel and Avante Hotel.

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with a sound understanding of the concepts, theories and ideas of the various subject disciplines and apply them across changing social, economic, cultural, technological, environmental and business contexts.
- Equip students with the personal reflective and inter-personal skills to collaborate and communicate with others in diverse settings and who consider their ethical and social responsibilities within organizations and in the wider community.
- Equip students with the ability to identify, organise and present information gathered from a variety of sources and uses it for generating quantitative and qualitative data to support evidence-led inquiry and debate, problem-solving and decision-making functions.

- Equip students with the relevant skills, knowledge and attitudes to motivate, engage and lead others to solve problems and achieve goals with a regard for personal and group accountability and business sustainability.
- Equip students with the knowledge and skills to think creatively and innovatively and explore the connections among different areas of knowledge within a community of learners.

DURATION

3 Years

INTAKE

January, June, October

ENTRY REQUIREMENTS

STPM: Minimum 2Cs and pass in English in SPM

UEC: Minimum 5Bs and pass in English

GCE A-LEVEL: Minimum 2Ds

FOUNDATION / MATRICULATION:

Pass with minimum CGPA 2.0

DIPLOMA: Pass with minimum CGPA 2.0

OTHER QUALIFICATIONS: Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

Entry into our full-time/part-time Master of Business Administration (MBA) programme with special Alumni tuition fees.

CAREER OPPORTUNITIES

- Hotel & Resort Management
- Food & Beverage
- Event Management
- Travel & Tour Management
- Entertainment & Recreation
- Marketing and Sales Management

PROGRAMME CONTENTS

YEAR 1

- Introduction to Hospitality Industry
- English Communication Skills
- Introduction to Finance
- Economics
- Business Communication
- Tour Planning and Operation
- Principles of Management
- Principles of Marketing
- Business Law
- Management Accounting
- Operations and Project Management
- Housekeeping Operations

YEAR 2

- Organizational Behaviour
- Human Resource Management
 - *Tourism and Recreation Management
 - *Customer Service in Hospitality Industry
- Contemporary Issues in Tourism
- Tourism and Hospitality Entrepreneurship
 - *Events Management
 - *International Tourism and Hospitality Marketing Planning
- Professional and Academic Development 2
- Research Method
 - *Food and Beverage Service Management
 - *Tourism Planning and Impacts
- Global Cross-Cultural Management
- Catering Management
- Ethics in Business
- Tourist Behaviour
- Front Office Management
 - *Elective Module

YEAR 3

- Hotel Operation Management
- Hospitality Service Quality Management
- Strategic Management in Hospitality Industry
- Hospitality Project
 - *Sustainable Tourism
 - *Tourism and Hospitality Facilities Management
- Industrial Work Experience (6 months internship after Year 3)



BA (HONOURS) MASS COMMUNICATION

R/0323/6/0014(MQA/FA8408)09/26

This programme equips students with the relevant skills and in-depth knowledge required to keep up with the ever-changing demands of the media and communications industry. The programme covers a wide scope of media fundamentals, including public relations and communication, media planning and management as well as practical skills necessary to become an effective communicator.

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with media & communication knowledge and skills for today's dynamic and challenging business environment.
- Equip students with skills in multimedia, digital communication, digital publishing, photojournalism, and project management.
- Equip students with communication, teamwork, leadership, entrepreneurial, social and problem-solving skills.
- Produce graduates who can work globally and engage in research and life-long learning.

DURATION

3 Years

INTAKE

January, June, October

ENTRY REQUIREMENTS

STPM: Minimum 2Cs, credits in English in SPM

UEC: Minimum 5Bs (including English)

GCE A-LEVEL: Minimum 2Ds

FOUNDATION / MATRICULATION:

Pass with minimum CGPA 2.0

DIPLOMA: Pass with minimum CGPA 2.0, credit in English in SPM

OTHER QUALIFICATIONS: Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

Entry into our full-time/part-time Master in Business Administration (MBA) programme with special Alumni tuition fees.

CAREER OPPORTUNITIES

- Media
- Corporate Communications
- Advertising
- Public Relations
- Marketing
- Event Management
- Broadcasting
- Journalism

PROGRAMME CONTENTS

YEAR 1

- Public Speaking
- Introduction to Mass Communication
- Fundamentals of Public Relations
- Journalism Studies
- Communicative English
- Mass Media and Society
- Writing For Mass Communication 1
- Interpersonal Communication
- Integrated Marketing Communication
- Creative and Critical Thinking

YEAR 2

- Writing for Mass Communication 2
- Approaches To Media And Culture
- Photojournalism
- Digital Storytelling and Production
- Audience and Reception Studies
- Mass Communication Theories
- Mass Communication Research Methods
- Principles of Translation
- Public Opinion and Persuasion
- Applied Organizational Communication

YEAR 3

- Communication Law and Ethics
- Media Planning
- Asian Media
- Crisis Management in Communication
- Customer Relationship Management
- Human Resource Management
- Communication Technologies
- Global Media And Communication
- Mass Communication Project
- Webpage Design
- Desktop Publishing



MASTER OF BUSINESS ADMINISTRATION

R/0414/7/0086(MQA/FA6199)08/27

This full-time/part-time programme equips graduates and working professionals with an advanced business education and managerial skills, essential for career advancement. They will learn how to manage and grow organisations within the current digital ecosystem, build strategic alliances and widen professional networking.

This programme is recognised by Anglia Ruskin University (ARU). This partnership allows access to external resources and vast network of businesses and professionals from both institutions.

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with advanced knowledge of business for senior management roles.
- Enhance students' skills in strategic management decision-making, data analytics, senior management leadership, and entrepreneurship.
- Equip students with advanced skills for project consultancy.
- Produce graduates ready for work in diverse environments
- Produce graduates with skills to undertake life-long learning.

DURATION

Full time: 1 Year
Part time: 2 Years

INTAKE

January, May, September

ENTRY REQUIREMENTS

Bachelor's Degree or its equivalent,
with a minimum CGPA of 2.75

OR

A Bachelor's degree in the related field with
CGPA 2.5 – 2.74, can be accepted subject
to rigorous internal assessment

OR

A Bachelor's degree in the related field not
meeting CGPA 2.5 with 5 years working
experience in a relevant field.

CAREER OPPORTUNITIES

- Senior Management
- Business Consultancy
- Business Development
- Corporate Services
- Entrepreneurship

PROGRAMME CONTENTS

SEMESTER 1


- Economic for Manager
- Quantitative Approach
- Organisation Behaviour
- Strategic Marketing Management
- Entrepreneurship and Innovation

SEMESTER 2

- Ethics and Sustainability Bussiness Management
- Strategic Financial Analysis
- Research Methods for Managers
- Business Law for Managers
- International Trade & Policy

SEMESTER 3

- Problem Solving and Decision Making
- Logistics Management
- Business Consulting
- Strategic Management
- Strategic Human Resource Management
- Research Project



DOCTOR OF PHILOSOPHY (PHD) IN MANAGEMENT (BY RESEARCH)

N/0414/8/0038 (MQA-PA16839)

This full-time/part-time research programme is designed to provide advanced, research-based studies in theoretical and applied areas of business and equip students with the knowledge and research skills needed for conducting research in the following disciplines:

Human Resource Management, Accounting & Finance, Economics, IT Management, Marketing, Organizational Behavior, Taxation, etc.

Supervised by experienced Professors and researchers and supported by excellent research facilities, students will be able to think in a systematic way and apply quantitative and qualitative techniques to business related problems and also to get to experience an incredible research journey from attending research-intensive workshops, local and international conferences to publishing research articles in local and international journals.

FIELDS OF RESEARCH

- Human Resource Management
- International Business
- Entrepreneurship
- Management
- Marketing Management
- Management Information System
- Economics
- Accounting and finance
- E-commerce
- Design Management

DURATION

Full-Time: 3 years
Part-Time: 4 years

INTAKE

January, May, September

ENTRY REQUIREMENTS

Master's degree in a business or related field accepted by the University Senate.

OR

Other qualifications equivalent to a Master's degree as accepted by University Senate.

OR

International students are required to achieve a minimum band 6.0 for IELTS OR its equivalent.

CAREER OPPORTUNITIES

- Chief Operation Officer
- Senior Lecturer
- Researcher
- Business Consultant
- Entrepreneur

PROGRAMME STRUCTURE

SEMESTER 1

RESEARCH METHODOLOGY

- This unit equips students with the knowledge, skills and abilities they need to effectively carry out business / management research. A particular emphasis will be placed upon developing individuals towards their workplace-based PhD dissertation / project.

SEMESTER 2

SEMINAR (PROPOSAL DEFENSE)

- This unit aims at producing students with excellent, creative, innovative, independent, trustworthy, skillful, accountable, responsible, and having national and international insights on research finding. To support achieving the goal, this unit is conducted to enable the students to get local, national, and international experience.

SEMESTER 3

THESIS PREPARATION

- This unit requires students to prepare a research proposal and a thesis. Students will continue to develop a range of skills necessary for research including accessing library databases, using relevant software as applicable, refining a research topic, and identifying a theoretical or conceptual framework. In addition, students will develop an understanding of research ethics. Students will prepare and then defend a research proposal.

SEMESTER 4 TO 9

RESEARCH THESIS SUPERVISION & VIVA VOCE

- Each student is required to complete a dissertation to meet the requirements to obtain a PhD through coursework. The relevant topic proposal should be submitted at the end of the third semester after getting approval from the proposed supervisor.

This unit ensures students produce dissertations in the fields of business management, entrepreneurship, marketing and administration related to studies. The format and style of the dissertation should comply with the guidelines set by First City University College.

INDUSTRY PARTNERS & EMPLOYERS



ACCOUNTING, AUDIT & TAX, CONSULTANCY AND PROFESSIONAL

BDO Consulting
Deloitte SEA Services Sdn. Bhd.
Enfrasys Consulting Sdn. Bhd.
KPMG Tax Services Sdn. Bhd.
Malaysian Institute of Management

BANKING & INSURANCE

AIA Life Insurance, Malaysia
Alliance Bank Malaysia Berhad
CIMB Bank Berhad
Great Eastern Life Assurance
OCBC Bank Malaysia
Public Bank Bhd.
RHB Bank Bhd.

ENGINEERING

Brownfield Engineering Sdn. Bhd.
CabNet Systems (M) Sdn. Bhd.
DMC Solutions (KL) Sdn. Bhd.
Uetex Microelectronics Co., Ltd., China

EVENT MANAGEMENT, TOURISM & ENTERTAINMENT

5 Senses Event Management Sdn. Bhd.
Apple Vacations & Conventions Sdn. Bhd.
Bagus Holidays Sdn. Bhd.
Buddies Network (M) Sdn. Bhd.
GSI Travel Sdn. Bhd.
Hey Day Sdn. Bhd.
Kidzania Kuala Lumpur

FOOD AND BEVERAGE

Ben's Kitchen Sdn. Bhd.
Din Tai Fung, Malaysia
Sushi King
Zuan Yuan Chinese Restaurant

HOTEL, PROPERTY & CO-WORKING SPACE

Aloft Kuala Lumpur Sentral
Bandar Utama City Corporation Sdn. Bhd.
Colony Sdn. Bhd.
Corus Hotel Kuala Lumpur
Hilton Hotel Group
One World Hotel
The St. Regis Kuala Lumpur
AVANTÉ Hotel

MEDIA

8TV
BFM 89.9
E-VENTORY Productions Sdn. Bhd.
IPG Mediabrands Sdn. Bhd.
Ogilvy and Mather
Rev Asia Berhad
Star Media Group Sdn. Bhd.
TV3

RETAIL, TRADING & LOGISTICS

Joandale Enterprise, Brunei
Reckitt Benckiser Group Plc
TESCO / Lotus Stores

TECHNOLOGY

AEX System Holdings Pty Ltd, Australia
Datasonic Smart Solutions Sdn. Bhd.
Fujitsu (M) Sdn. Bhd.
Gaia Technologies Sdn. Bhd.
Huawei Technologies (M) Sdn. Bhd.
Ingram Micro Malaysia Sdn. Bhd.
Iris Corporation Berhad
J Foong Technologies Sdn. Bhd.
Longbow Technologies Sdn. Bhd.
Silverlake Group
TMAS Technologies Sdn. Bhd.
Trinerva Technology Sdn. Bhd.



AWARDS & ACHIEVEMENTS

1 Edmond Yap Kam-Yuan,
Ryan Chin Kit Hoe,
Alaa Adil Ahmed Elbaz,
Ong Zhi Ee

3rd Placing Singapore

**CFA Society Singapore University
Ethics Challenge 2019**

2 Edmond Yap Kam-Yuan,
Ryan Chin Kit Hoe,
Alaa Adil Ahmed Elbaz,
Ong Zhi Ee

Co-National Champion

Kuala Lumpur

**CFA Society Malaysia Ethics
Challenge 2019**

3 Tan Chang Yong,
Tang Yin Kaye,
Yap Zhe Gene,
Adrian Nathan Thomas

Top 8 Finalists and 7th Place Overall

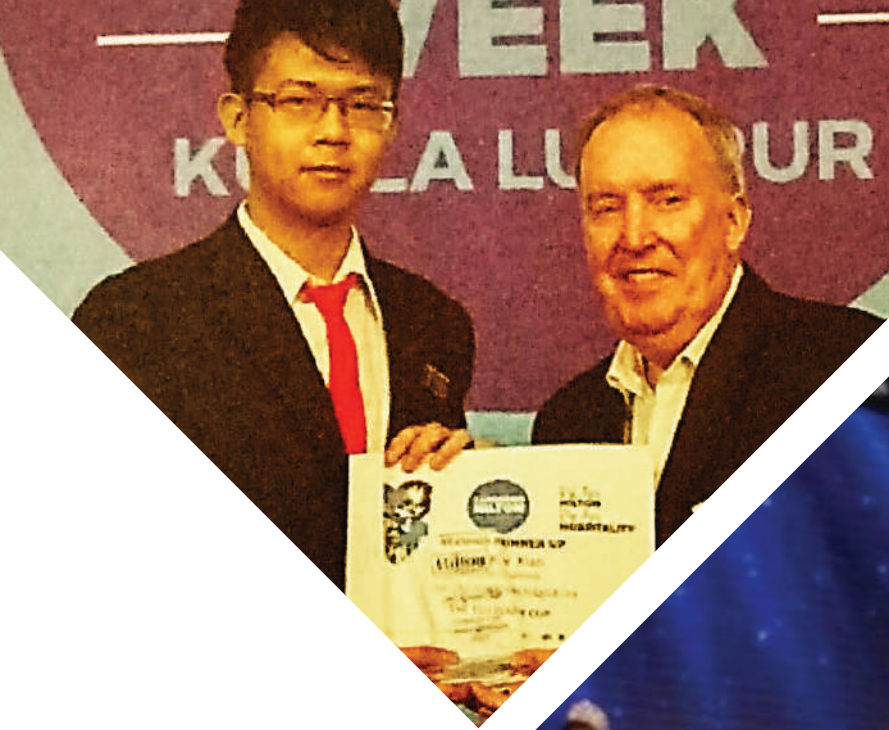
**Innovation Challenge of
the HTMi Global Student Forum 2023**

4 Vanessa Yong Phei Ling
Overall Grand Champion
International Chinese Qi Pao
Beauty Pageant

5 Tiang Kar Xian
2nd Runner-up
Hilton Culinary Cup 2018

2





5

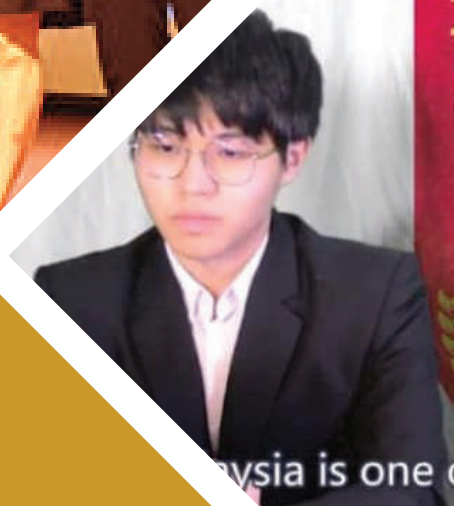
4



1



3



Malaysia is one of the countries in Southeast Asia

OUR OUTSTANDING ALUMNI

LIM CAROL

Business Analyst, Taiko Marketing Sdn Bhd
BA (Hons) Marketing (Year 2018)

LIM BOON SOON

**Digital Marketing Executive,
InfoConnect Sdn. Bhd.**
Diploma in Hospitality and Tourism
Management (Year 2019)

ALI MASHAAR MUSTHAFA

**ASSISTANT PUBLIC RELATIONS OFFICER,
MINISTRY OF HOUSING AND
INFRASTRUCTURE, MALDIVES**
BSc (Hons) Accounting & Finance (Year 2016)

MA YI JIN

**Director (Owner),
Sunray Marketing, Malaysia**
Diploma in Business Administration (Year 2017)



LIM CAROL



LIM BOON SOON



ALI MASHAAR
MUSTHAFA



MA YI JIN



SARAH LEE

SARAH LEE

**General Manager,
DKSH Holding (Cambodia) Ltd
Master of Business Administration (2005)**

AUSTIN NGA HUNG KAIT

**Head of HR & Administration,
Great Wall Motor (GWM) Malaysia
BA (Hons) in Business Management (2016)
Master of Business Administration (2017)**



**AUSTIN
NGA HUNG KAIT**

ALICE KOH LAI ZHEN

**Executive, MM2 Entertainment Sdn. Bhd.
BA (Hons) in Mass Communication (Year 2019)**

LOKE ZHAO YAO (JACKSON)

**Senior Project Executive - Event,
SQUARE ROOTS SDN. BHD.
Diploma in Mass Communication (Year 2013)**

RAMINDU AMERESEKERE

**Senior Merchandiser,
MAS Active Pvt. Ltd, Sri Lanka
Diploma in Business Administration (Year 2016)**



**ALICE
KOH LAI ZHEN**



**RAMINDU
MERESEKERE**



**LOKE ZHAO YAO
(JACKSON)**



**QUALITY EDUCATION
GLOBAL GRADUATES**



FIRST CITY UNIVERSITY COLLEGE DKU031(B)

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