

# FIRST CITY UNIVERSITY COLLEGE **FIRST** BULLETIN

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**FIRST CITY UNIVERSITY COLLEGE -  
LEADING THE WAY IN SUSTAINABLE  
EDUCATION WITH ESG PRINCIPLES**

**MEET OUR ALUMNUS -  
DAVID GONG**



FIRST is a monthly e-bulletin for First City University College to disseminate information and share news with all the stakeholders of the University College.



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UNIVERSITY  
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# A CHAT WITH OUR VICE-CHANCELLOR



**In August, we took a significant step forward in building a sustainable world by adopting Sustainable Development Goals (SDGs) and applying Environmental, Social and Governance (ESG) principles.**

I am delighted to share our inaugural ESG Day event organised by our Student Services Department (SSD) to promote awareness of ESG issues and empower the university community to take meaningful action toward positive change. It was inspiring to see staff, students, and industry partners come together, united in the goal of preparing our students to meet the evolving demands of the global workforce.



The event was enriched by the presence of external speakers who shared examples of successful ESG initiatives and projects from leading companies in Malaysia and worldwide. A special thanks to our keynote speaker and ESG Forum panellist, Mr. Hafiz Zainuddin, Associate Director of Knight Frank Malaysia for his insightful keynote address entitled, "Introduction to ESG and Its Impact on the University".



The highlight of the event was the inaugural ESG exhibition, which showcased more than 30 successfully implemented ESG projects and initiatives by companies in Malaysia, as well as projects by our faculties and students. These ESG-compliant innovations show that ESG is a practical approach to building sustainable businesses. Students and staff had a unique opportunity to engage with industry leaders to understand their initiatives. The students learned about ESG approaches they can adopt and incorporate into their assignments and projects.

In the lead-up to the event, students enrolled in the Team Building and Community Service modules offered by the Centre for General Studies (CGS) carried out several projects focussed on SDG15 Life on Land, SDG 11 Sustainable Cities and Community, and SDG3 Good Health and Well-being. The excursion to the National Science Centre by 25 orphans from the Sweet Care Home highlighted the importance of quality education, while the food distribution programme under the Hope Worldwide Malaysia addressed immediate needs and promoted community well-being. These initiatives raised students' awareness of the SDGs, fostered community engagement, and encouraged lifelong learning.

Building on these past initiatives, the faculties will spearhead discussions with faculty members to incorporate ESG compliance into curriculum enhancement and delivery. ESG-related activities will be integrated into faculty initiatives to ensure our programmes remain relevant and aligned with the SDG framework to empower our graduates to make



impactful and meaningful contributions in the sustainable business landscape. Additionally, the SSD will organise more ESG activities and events to provide our students with opportunities to showcase successful ESG innovative projects. These efforts will complement our academic programmes by fostering a proactive and engaged student body that actively participates in sustainability initiatives.

ESG Day will be held annually to foster a culture of sustainability, ensuring our students are aware of global initiatives and motivated to drive positive change in their communities and beyond. Our collaborative approach across faculties and departments in promoting ESG highlights First City University College's strong commitment to promote sustainability and its integration into our institutional culture. This empowers our students to take a leading role in transforming the world around them, equipping them with the ethical and sustainable mind set needed to become the future leaders of tomorrow.

**Thank you.**



**Professor Dr. Saw Sor Heoh**  
Vice-Chancellor,  
First City University College

# FIRST CITY UNIVERSITY COLLEGE - LEADING THE WAY IN SUSTAINABLE EDUCATION WITH ESG PRINCIPLES



**As sustainability and social responsibility become increasingly important, First City University College is committed to integrating Environmental, Social, and Governance (ESG) principles into its educational framework. At First City University College, ESG is more than just a concept; it is a guiding principle that shapes the institution's approach to preparing students for future leadership roles in a rapidly changing global industry.**

First City University College's dedication to ESG reflects a holistic approach to education that goes beyond academics. By incorporating these principles into its curriculum, First City University College ensures that its graduates are not only academically proficient but also socially responsible and environmentally conscious. This approach aligns with the United Nations' Sustainable Development Goals (SDGs), providing students with the knowledge and tools needed to address the challenges of sustainability in their careers.

The university's commitment to ESG was prominently displayed during its inaugural ESG Day on 31 July 2024, which brought together students, faculty, and industry experts to explore sustainable practices. The event showcased academic projects, from community initiatives to eco-friendly technologies, highlighting First City University College's focus on practical, hands-on learning experiences. Vendor booths offering ESG-compliant innovations reinforced the idea that ESG is a practical approach transforming industries.



Beyond events like ESG Day, First City University College’s emphasis on ESG is a key part of its mission to prepare students for the demands of the 21st century. As industries evolve, the need for professionals who understand and can implement ESG principles will continue to grow. First City University College is committed to producing graduates who are not only knowledgeable in their fields but also capable of leading sustainable and ethical practices.



First City University College is more than just an educational institution; it is a leader in sustainable education. By embedding ESG principles into its curriculum and campus culture, First City University College is shaping the next generation of leaders who will make a positive impact on the environment, society, and governance.

The event was enhanced by the presence of external speakers who provided valuable insights and a wide range of perspectives on ESG issues. Mr. Hafiz Zainuddin, Associate Director of Knight Frank Malaysia, served as the keynote speaker and panellist at the ESG Forum. In his keynote address entitled, “Introduction to ESG and Its Impact on the University”, he explained how the integration of ESG into operations, curriculum and culture of the universities can foster a new generation of responsible global citizens.



Other panellists included Ms. Fiona Lam, Founder and Managing Director of Silnergy Marketing; Mr. Shazlee Musa, Director and CFO of Q3 Management Solutions; and Mr. Ahmed Afeeq, Assistant Vice President at KWAP. They shared their expertise, diverse perspectives, and real-world examples, which enriched the discussions, inspired action, and raised awareness to promote meaningful progress toward a more sustainable future.



# FACULTY OF DESIGN & BUILT ENVIRONMENT

## FACULTY OF DESIGN AND BUILT ENVIRONMENT STUDENTS VISIT PERCETAKAN IMPRINT FOR INDUSTRIAL INSIGHTS



**On 6 August 2024, the Faculty of Design and Built Environment organised an educational trip to Percetakan IMPRINT which was attended by 26 students and two lecturers. The participants comprised students from various year groups and semesters, including students from the Diploma in Graphic Design, BA (Honours) in Graphic Design, and BA (Hons) in Fashion Marketing programmes.**

The visit was designed to enhance students' understanding of modern printing technologies and techniques, aligning with both their academic coursework and industry requirements. Key areas of focus during the tour included the 4-Color Printing Process, where students learned about the CMYK colour model and its application in producing high-quality prints, and Spot Colour Printing with an emphasis on Pantone's colour matching system.

Participants also explored the latest advancements in Digital Printing Technology and observed the practical applications of Die-Cut Printing and Hot Stamping, gaining insights into how these methods are used to enhance the aesthetic appeal of printed materials.

Additionally, the students were introduced to various Binding Techniques, such as Stitched, Perfect, and Stapler Binding, learning how each method impacts the durability and visual appeal of printed products. The tour also covered the importance of selecting appropriate Types of Paper and the impact of different Finishing Techniques, including Lamination, Varnishing, Embossing, and UV Coating, on the final product's quality and functionality.



The visit to Percetakan IMPRINT was not only informative but also inspiring, providing students with a comprehensive overview of the printing industry. It reinforced the importance of technical skills and industry knowledge for their future careers, effectively bridging the gap between classroom learning and real-world applications.



# FACULTY OF DESIGN & BUILT ENVIRONMENT

## INTERIOR DESIGN (ID) MENTORSHIP TALK

On 6 August 2024, the IAD Club hosted the "ID Mentorship Talk" featuring guest speaker Mr. Ed Mun.



The event was well-received and provided valuable insights for future professionals in the field of interior design.

Mr. Ed Mun delivered an insightful talk on ID mentorship and the "No Free Design Movement," explaining the importance of valuing design work and maintaining a strong professional stance in the industry. The session included a Q&A segment, allowing attendees to engage directly with Mr. Mun and explore the topics in greater depth.

Lim Xin Ci expressed appreciation, saying, "Through this lecture, I learned that we must have a strong attitude as a designer in the design industry and say no to free designs." Kuan Ern Qi added, "Through this lecture, I think that we must have more confidence in ourselves and say no to free designs".



# FACULTY OF DESIGN & BUILT ENVIRONMENT

## APPRECIATION & SHARING SESSIONS - BIAD STUDY TRIP TO SEKINCHAN



**On 7 August 2024, the Faculty of Design and Built Environment and IAD Club hosted the "Appreciation & Sharing Sessions" for the BA (Hons) Interior Architecture and Design programme study trip to Sekinchan.**

The session started off with a speech from the Dean, Asst. Prof. Chua Huwi Huwi. Participants were presented with Sekinchan "gifts," and a videolog presentation of shortlisted works was showcased. The event included a prize-giving ceremony for various competitions and concluded with group photos.

Kuan Ern Qi, who received Consolation Prizes in both the Photography Taking Competition and Sketching Competition, remarked, "I felt so shocked when I got this award but I was deeply honored to receive it! It's a great encouragement to me on my new journey."

Ong Zhi Xuan, who also won a Consolation Prize in the Photography Taking Competition, said, "This whole BIAD study trip to Sekinchan taught me a lot of new things. The first was learning how to convert a container into an interesting hotel, and the second was recognising the special local architectural style."



**The event was a fitting conclusion to the study trip, celebrating the students' achievements and shared experiences.**

# FACULTY OF DESIGN & BUILT ENVIRONMENT

## STAFF DEVELOPMENT TALK – NAVIGATING THE UNCERTAINTY OF INTELLECTUAL PROPERTY



a comprehensive overview of the risks and challenges inherent in protecting and leveraging IP assets.

The session was highly regarded by participants, with lecturer Mr. Muhammad Firdous Harun, noting its practical guidance on protecting brand identities and inventions. Lecturer Ms. Hafeezah Mastura also appreciated the emphasis on encouraging innovation while ensuring compliance with IP policies and the importance of providing training and resources to understand and protect IP.

**On 7 August 2024, the Faculty of Design and Built Environment (FDBE) at First City University College organised a Staff Development Talk titled "Navigating the Uncertainty of Intellectual Property (IP)."**



The highlight of the event was a talk by Mr. Mohd. Faiizudin bin Mohd. Sharuji, Senior Director of the Intellectual Property Academy, who brought over 32 years of experience from the Intellectual Property Division of KPDM and MyIPO. Mr. Faiizudin provided



The Staff Development Talk not only enhanced the participants' understanding of IP but also reinforced First City University College's commitment to fostering an environment of innovation and creativity.

# FACULTY OF DESIGN & BUILT ENVIRONMENT

## FURNITURE DESIGN STUDENTS VISIT SHUE GUITARS FOR HANDS-ON LEARNING

On 21 August 2024, the Faculty of Design & Built Environment organised an educational field trip to Shue Guitars, a boutique guitar manufacturer in Cheras, Kuala Lumpur. Eight students from the BA (Honours) in Furniture and Product Design programme participated in this immersive experience aimed at understanding the intricacies of guitar crafting and product design.

This experience helped students understand the relevance of local woods, branding, and product design in the world of guitar-making.



The trip was highly informative, offering students an opportunity to gain valuable insights into craftsmanship and how it aligns with their own design projects.



Shue Guitars is known for its exceptional craftsmanship, using sustainably sourced wood and precision techniques to create high-quality guitars. The visit allowed students to witness the manufacturing process firsthand, exploring the materials and techniques used in producing boutique-style instruments.



# FACULTY OF DESIGN & BUILT ENVIRONMENT

## FACULTY OF DESIGN AND BUILT ENVIRONMENT INAUGURAL RESEARCH SEMINAR 2024



**The Faculty of Design & Built Environment Research Seminar 2024 was held on the 28th of August by the faculty's Research and Postgraduate Committee. This event welcomed all final-year students and teaching staff, aiming to support faculty research activities.**

The seminar recognised outstanding contributions with three awards. Yap Xin Yi, pursuing Master of Design Management, was awarded Best Presenter for her presentation on "Sustainable Design Strategies for Waste Minimization in the Bakery Industry."

"Best Research went to Lim Hui Enn from the BA (Honours) in Fashion Marketing programme for her project on "Community-Driven Marketing Approaches for Ergonomic Apparel in Fashion for People with Disabilities."

The award for Best Project was given to Kok Yee Teng from the BA (Honours) in Graphic Design, who presented on "The Rise of 'Guo Chao': How Far Has It Empowered Chinese Brands?"

The seminar aimed to explore issues across disciplinary boundaries and provide graduate and final-year students with opportunities to engage in scholarly discussions. Participants gained insights into professional institutions and new discoveries in their fields, deepening their understanding of current research trends.

Overall, the seminar provided a platform for interdisciplinary discussions and valuable learning experiences for participants, showcasing the innovative research being conducted within the faculty.

# FACULTY OF COMPUTER SCIENCE & TECHNOLOGY

## BYTES AND BONDS – FACULTY OF COMPUTER SCIENCE AND TECHNOLOGY NETWORKING SESSION



**On 14 August 2024, the Faculty of Computer Science and Technology at First City University College, in collaboration with the Student Services Department, Engineering Club, and Computer and Technology Club, hosted the “Bytes and Bonds: Faculty of Computer Science and Technology Networking Session.”**

The event brought together staff members and students for an afternoon of interactive activities aimed at fostering collaboration, critical thinking, and a sense of community within the faculty.

The session began with welcome remarks by the Dean of the Faculty of Computer Science and Technology, Asst. Prof. David Foo Sek Kuan, inviting students to spend the day to enhance their programming skills through a variety of tech-inspired activities that challenged their skills and spark their creativity.

The program featured a variety of engaging activities, including ‘This or That’ and ‘The First Impression’ games led by Teh Chia Li, an Esports ‘Valorant’ game managed by Weladavi Acharige Rahula, Dr. Norhayati Binti Mohd Zainee, and Foo Choon How, and a number guessing game using Matlab M-files programming, overseen by Asst. Prof. Ir. Dr. Tay Ching En Marcus and Dr. Nur Dalila binti Rizuan. Additionally, a sound guessing memory game led by Haslinda binti Hamzah and Dr. Muhammad Hanafi Bin Yusop provided further opportunities for participants to engage.

Some of the staff commented that the event was highly engaging, featuring many interactive games and sessions. Additionally, students expressed that the Faculty should organize more events like this to cultivate sportsmanship and strengthen the bond between staff and students.



The “Bytes and Bonds” session highlighted the Faculty's commitment to fostering teamwork and critical thinking and emphasised the importance of strengthening connections among staff and students. The event underscored the Faculty of Computer Science and Technology's dedication to creating a supportive and collaborative environment for everyone involved.

# FACULTY OF COMPUTER SCIENCE & TECHNOLOGY

## SIEMENS EDA CUSTOM LAYOUT FLOW AND CALIBRE DESIGN SOLUTIONS TRAINING



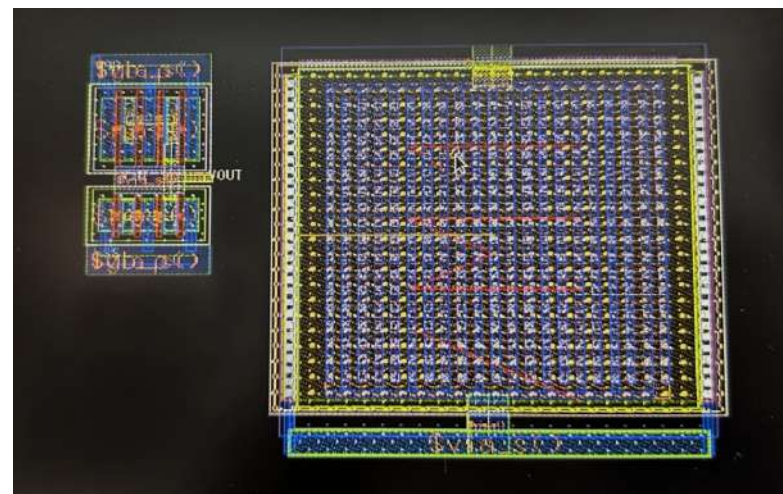
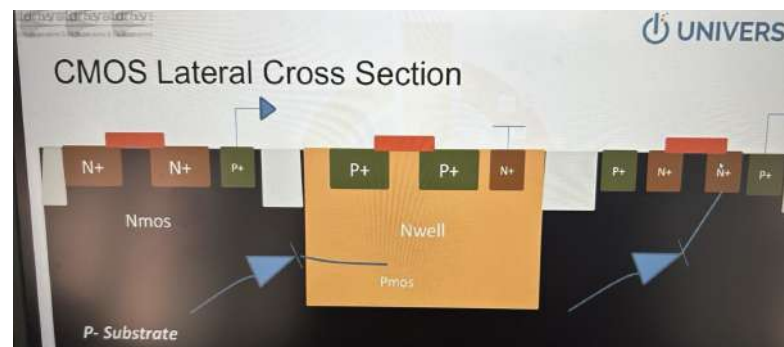
single-stage operational amplifier layout. The training also covered MOS transistor matching techniques, guard ring implementation, power routing, and hierarchical layout flow.

Overall, the training significantly enhanced the lecturers' understanding of layout flow features available in Siemens EDA tools and provided detailed knowledge in analog design using Mentor Graphics.

**Organised by Universlink Integrated Solutions Sdn. Bhd. and Emerald System Sdn. Bhd., the training on Custom Layout using the Pyxis Layout tool took place from 13 August to 15 August 2024.**

The online session featured Ahmed Nour from Universlink Integrated Solutions as the presenter. Four staff members from the Faculty of Computer Science and Technology participated: Dr. Norhayati binti Mohd Zainee, Asst. Prof. Ir. Dr. Marcus, Dr. Mas Izzati Binti Fazin, and Dr. Nur Dalila binti Rizuan.

The training focused on the custom layout flow using the Pyxis Layout and Calibre analysis, specifically utilising version 24.2 of the Siemens EDA virtual machine. Key topics included an introduction to the custom layout flow and practical examples such as the



# FACULTY OF COMPUTER SCIENCE & TECHNOLOGY

## MOU SIGNING CEREMONY BETWEEN FIRST CITY UNIVERSITY COLLEGE AND SAS INSTITUTE INC



**On 21 August 2024, First City University College (FCUC) held a formal signing ceremony to mark the beginning of an exciting partnership with SAS Institute Inc. This collaboration is set to reshape the academic and career pathways for students by integrating advanced data analytics into the university's curriculum.**

The partnership represents a significant milestone in First City University College's efforts to equip students with the skills required to thrive in the evolving workforce. In her welcoming address, Professor Dr Saw Sor Heoh, Vice Chancellor of First City University College, expressed enthusiasm for this collaboration, underscoring the institution's commitment to academic innovation.

The partnership with SAS Institute Inc. will benefit students in the Faculty of Computer Science and Technology by offering practical exposure to Industry 4.0 applications, artificial intelligence (AI), and data analytics through SAS Institute's advanced tools and expertise.

The agreement ensures that students will receive professional certification from SAS Institute upon graduation, enhancing their employability. Additionally, students will have the opportunity to participate in hands-on training at SAS Institute's Malaysia office, further solidifying their real-world skills and industry readiness.

As part of the collaboration, SAS Institute will also provide exam fee waivers to selected high-performing students through vouchers, demonstrating their shared commitment to recognizing and rewarding academic excellence. This initiative will give top students a competitive edge in the job market.

The ceremony concluded with both institutions celebrating this forward-looking partnership that promises to bring numerous benefits to students and foster innovation in the academic community.



# FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

## IMPACT MINT ADVERTISEMENT COMPETITION



**On 2 August 2024, final-year Mass Communication students participated in the Impact Mint Advertisement Competition, submitting their creative advertisements for Impact Mint candies.**

This competition served as an excellent platform for the students to push their creative boundaries, experiment with new ideas, and develop storytelling techniques that engage audiences effectively. Through the process of conceptualising, designing, and producing their advertisements, the participants gained hands-on experience, essential for anyone aspiring to work in advertising, marketing, or media.

The competition enhanced their practical skills and allowed them to explore real-world working experiences, preparing them for future careers in the industry.



# FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

## CULTURAL VLOGGING EXPERIENCE



**On 14th August 2024, students from the Faculty of Business, Hospitality and Communication, led by Lecturer Navin Kumar, participated in a vlogging project showcasing Malaysia's multiculturalism.**

The activity spanned multiple locations, including Putrajaya, Kuala Lumpur, Subang Jaya, and Brickfields, providing students with practical exposure to video production, from planning and filming to editing and scripting.

The students; Yeong Shun Xin, Go Germaine, Choon Xin Yo, and Wong Shi Qi, produced a vlog exploring Malaysia's cultural diversity, highlighting the food, religious monuments, and traditions of the Malay, Chinese, and Indian communities. This assignment fostered key skills in narrative development, audience engagement, and message delivery, essential for media and communication careers.

Reflecting on the experience, Shun Xin shared how it created one of the best memories of their diploma, while Go Germaine enjoyed the chance to feel like an influencer for a day. Shi Qi acknowledged the challenges of editing but appreciated the bonding and teamwork throughout the project.



**The behind-the-scenes images captured the enthusiasm and collaboration, making this vlogging activity both an educational and memorable experience.**

# FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

## SPRINGBOARD CHALLENGE – INTERNAL LEAGUE



**On 22 August 2024, the Faculty of Business, Hospitality, and Communication hosted the Springboard Challenge – Internal League. Held at the Centre for Postgraduate Studies, the event brought together students and lecturers from the Diploma courses for an engaging and educational session.**

The participants, guided by the lecturers, learned how the Springboard Challenge served as both an educational tool and a platform for fostering teamwork and collaboration between students and lecturers.

It was a successful initiative that promoted practical financial literacy in an engaging and dynamic way through the Springboard Challenge game, which focuses on financial management concepts.

The Springboard Challenge served as both an educational tool and a platform for fostering teamwork and collaboration between students and lecturers. It was a successful initiative, promoting practical financial literacy in an engaging and dynamic manner.

# FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

## KICKSTART YOUR INVESTMENT JOURNEY WITH MOO MOO

On 30th August 2024, the Faculty of Business, Hospitality and Communication and the Student Services Department hosted the "Kickstart Your Investment Journey with Moo Moo" event at the Centre for Postgraduate Studies. Attended by lecturers and students, the session was presented by Mr. Alvin Mah Kar Meng from KT Cap Stars Sdn Bhd and coordinated by Ms. Caren.



The session covered key topics on financial management, where Mr. Alvin emphasised effective personal finance allocation. The "Moo Moo" trading app encouraged students to explore virtual trading with no risks. Participants were able to sign up for the app and received RM5 in Touch 'n Go credit.

Following the session, KT Cap Stars set up a promotional booth throughout the week to further promote the campaign. The event received positive feedback from students of various faculties.



# FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

## MERDEKA VIDEO BY BUZZ CLUB



On 31st August 2024, the Buzz Club at First City University College released a special Merdeka video to celebrate Malaysia's rich cultural heritage and honour the bravery of those who fought for the nation's independence. Led by students Daniel Mostaffa and Kok E Zen, the video highlights the multiculturalism that defines Malaysia, showcasing various traditions and customs.

Inspired by the popular movie \*Inside Out 2\*, the students creatively included emotions into their video. This approach aimed to reflect the diverse emotions and experiences of living in a plural society, drawing parallels between the film's message and the complexities of Malaysian culture.

Daniel Mostaffa explained, "I led the crew and chose the 'Inside Out 2' theme because we can relate the emotions shown in the movie to our society. In a plural society, we face many emotions daily, so I wanted to integrate that into the Merdeka video."



Kok E Zen stated, "The idea came to us at the very last minute. We did the scripting, pre-production, and gathered attires and props with the help of our lecturers. It was hectic, but we had fun wearing traditional clothes at the university."

**The video was a meaningful tribute to Malaysia's independence and cultural diversity. Despite the challenges, the Buzz Club members enjoyed working together, using their creativity and teamwork to bring the project to life.**

# EVENTS & HAPPENINGS

## FOOD FOR ALL FELLOWSHIP - VOLUNTEERING AT PERTIWI SOUP KITCHEN



**On 3 August 2024, students from the Team Building module of the Centre for General Studies, guided by Dr. Ahmad Faris, participated in a volunteer initiative at Restoran Al Mubarak in Kuala Lumpur, a key partner of the Pertiwi Soup Kitchen. This charitable organization focuses on providing meals for the homeless and those in need.**

The initiative aimed to enhance the students' teamwork and collaboration skills while contributing to Sustainable Development Goal (SDG) 2 – Zero Hunger.

The volunteers, including Michael Peter Gunapalan, Yaashinii A/P Krishnan, Law Mun Chun, Lee Wei Kee, Chuah Qi Hong, Chan Ying Yu, Law Jia Lin, and Teng Yan Thong, began by preparing and packing meals. They then divided into two groups to distribute the food at different locations, directly reaching out to the homeless community. In addition to their hands-on



efforts, they organised fundraising activities, donating the proceeds to support the Pertiwi Soup Kitchen's food distribution efforts.

Reflecting on their experience, Michael Gunapalan said, "Volunteering at the Pertiwi Soup Kitchen was an eye-opening experience as we realized how much we have to be grateful for, and what we can do for others, instead of focusing on ourselves." Law Mun Chun added, "Small acts of kindness create ripples of hope, ensuring they don't miss a single meal, and reminding us that even the smallest gesture can brighten someone's world."



The day concluded with the students feeling a profound sense of gratitude and accomplishment, having made a meaningful difference in their community.

# EVENTS & HAPPENINGS

## PEER COUNSELLOR PROGRAMME - SESSION 4 "HOW CHANGING YOUR THOUGHTS CAN TRANSFORM YOUR LIFE"

On 7th August 2024, the Student Services Department conducted the fourth session of the Peer Counsellor Program, titled "How Changing Your Thoughts Can Transform Your Life." Facilitated by licensed counsellor Teh Chia Li, the workshop attracted eight students from various faculties.



The session began with participants introducing themselves, followed by a discussion on why people react differently in similar situations. Ms. Chia Li provided insights into Cognitive Behavioural Therapy (CBT) and introduced 10 common unhelpful thinking patterns. Students engaged in a mini-activity to recognize their own thought patterns, followed by completing a Dysfunctional Thought Record worksheet to document their thoughts and emotions.



A key highlight of the session was a role-play in which a student volunteered to act as a client while Ms. Chia Li demonstrated counselling techniques using the Dysfunctional Thought Record. This practical exercise provided participants with the opportunity to observe and learn essential skills for peer counselling.

Reflecting on the session, Goh En Qi, a Bachelor of Computer Science (Intelligent Systems) student, noted, "I learned about the 10 most common unhelpful thinking patterns. I also learned that by shifting our automatic thoughts, we can instantly change the way we view a situation or person. It was indeed a very fruitful workshop."



This session underscored the importance of self-awareness and cognitive strategies in personal growth.

# EVENTS & HAPPENINGS

## EXPLORING DIGITAL TRANSFORMATION - INSIGHTS FROM MIM'S STRATEGIC CONFERENCE



**On 8 August 2024, as an official supporting partner, First City University College actively participated in the Malaysian Institute of Management's (MIM) "Harnessing Digital Disruption: Strategies for Economic Transformation in Malaysia" event at the Hilton Hotel, Petaling Jaya.**

The event, facilitated by the Student Services Department, brought together four staff members and five students from the Faculty of Business, Hospitality and Communication and the Faculty of Computer Science and Technology.

The event kicked off with a keynote address by Ir. Wan Murdani Wan Mohamad from the Malaysia Digital Economy Corporation (MDEC), who explored the transformative potential of artificial intelligence (AI) in Malaysia's digital landscape. Participants also attended a session led by Mr. Yong Kai Ping, CEO of Selangor Information Technology & Digital Economy Corporation (SIDEK), where he discussed the economic advancements driven by digital strategies, including

insights into Selangor's new integrated circuit (IC) design park in Puchong.

A panel discussion moderated by Ms. Sharmila Sharma featured industry experts like Mr. Raja Segaran from MDEC and Dr. Rachel Gong from Khazanah Research Institute, offering perspectives on trends and opportunities in Malaysia's digital economy. Attendees found the event enlightening, gaining new perspectives on how AI and digital transformation are reshaping industries.



The event provided valuable industry insights and reinforced the importance of aligning academic programs with industry needs, ensuring that students are well-prepared to contribute to Malaysia's digital future.



# EVENTS & HAPPENINGS

## PEER COUNSELLOR PROGRAMME FINALE - COMPREHENSIVE SKILLS REVIEW AND CERTIFICATE PRESENTATION



On 28th August, the Student Services Department organised the finale of the Peer Counsellor Programme. Facilitated by student counsellor Teh Chia Li, the event brought together 15 students from various faculties including the Faculty of Computer Science and Technology (FCST), Faculty of Business, Hospitality, and Communication (FBHC), and Faculty of Design & Built Environment (FD BE).

The event began with an interactive introduction session, followed by psychoeducation on managing depression and anxiety. Students engaged in practical activities, group presentations, and an online quiz covering various counselling topics. The day concluded with presentations for the quiz winners.



The Peer Counsellor Programme was a rewarding experience, equipping students with valuable skills to help others and contribute to the community.

# MEET OUR ALUMNUS

## DAVID GONG - BACKEND DEVELOPER AT ESPL



**David Gong, a graduate of First City University College, has developed into a skilled and dedicated professional in software development. He earned his Bachelor of Computer Science from First City University College, majoring in Intelligent Systems and Big Data, and has built a career that reflects his technical skills and hard work.**

David first began working as a Full-Stack Developer at Shenzhen Lime Interactive. In this role, he worked on e-commerce and smart community projects, designing databases, creating Java APIs, and handling cloud integration. This early experience helped him grow technically and take on leadership responsibilities within his team.

Later, as a Full Stack Developer Freelancer, David improved platform codes, split features into microservices, and used tools like Spring Boot and ZooKeeper for system management. His work in DevOps, using Jenkins and Docker, helped businesses run their operations more smoothly. He also built a PHP admin management website and applied Python to Business Intelligence platforms for data analysis.

Most recently, as Lead Backend Developer at ESPL, David enhanced their business platform through multiple upgrades, preparing it for Web 3.0 and blockchain integration. His experience gained from First City University College provided him with valuable insights and opportunities that proved essential in this role. David's work with AWS Lambda and DynamoDB significantly reduced cloud costs.

**First City University College is proud to have been a part of David's journey. His experience reflects the calibre of graduates from the university, highlighting the practical skills and knowledge our students acquire. David's success story serves as an inspiration to both current and future students.**

# MERDEKA OUTFIT SHOWCASE - CELEBRATING CULTURAL DIVERSITY AT FIRST CITY UNIVERSITY COLLEGE



**On 28th August 2024, First City University College celebrated Merdeka with a lively Merdeka Outfit Showcase. Organised by the Student Services Department and the Library, with support from the Corporate Communications & Public Relations Department, the event featured staff and students in traditional cultural attire to mark Malaysia's Independence Day.**

Participants proudly donned outfits such as sari, baju kebaya, and cheongsam, showcasing Malaysia's cultural diversity. With Malaysian flags in hand, First City University College's community expressed their patriotism and unity through this vibrant celebration.



The Merdeka Outfit Showcase beautifully captured the spirit of cultural heritage and togetherness, reflecting the true essence of Merdeka.

# MERDEKA REFLECTIONS E-CONTEST - CELEBRATING PATRIOTISM THROUGH WORDS



**As a follow up to the Merdeka Outfit Day event, the Student Services Department and Library hosted the Merdeka Reflections E-Contest on the 30th of August 2024. The event, held at the Library, offered staff and students a platform to express what "Merdeka" means to them.**

Participants shared their reflections via an online form, with the best entries selected for special prizes. The prize-giving ceremony recognised four staff winners and three student winners.

Highlights included heartfelt reflections from staff winners like Dr. Ahmad Faris Naqiyuddin, who emphasized freedom in educating and inspiring future

leaders, and Asst. Prof. Ir. Dr. Tay Ching En Marcus, who connected Merdeka with national progress through technology.

Among the student winners, Wong Shan Kang's poem "Jiwa Merdeka" captured the essence of independence, while Julia Low Zi Ni creatively used three languages to express unity. Prizes included art books and snacks, with everyone leaving the event feeling inspired and celebrated.





**QUALITY EDUCATION  
GLOBAL GRADUATES**



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