

FIRST BULLETIN

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**FIRST CITY UNIVERSITY COLLEGE SHOWCASES INNOVATION
AT RESEARCH SEMINAR 2025**



**DAIKIN YOUTH DESIGN
COMPETITION 2025 SHOWCASES
EMOTION-DRIVEN CREATIVITY**



**FIRST CITY UNIVERSITY COLLEGE CULTURAL
NIGHT 2025 - A NIGHT OF CULTURE,
COLOUR, AND CELEBRATION**



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.



**FIRST CITY
UNIVERSITY
COLLEGE**
WAY AHEAD

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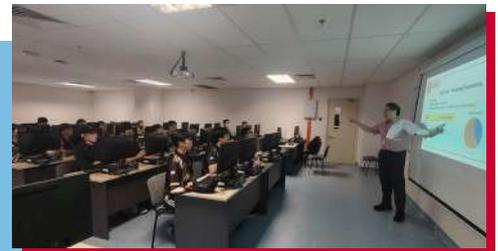
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A CHAT WITH OUR VICE-CHANCELLOR

“ THIS NOVEMBER–DECEMBER ISSUE OF THE E-BULLETIN HIGHLIGHTS THE MANY ACTIVITIES THAT CONTINUE TO ENHANCE CAMPUS LIFE. ”

I am delighted to share these highlights with you and celebrate the energy, creativity, and dedication that make our university such a vibrant place. From the colourful celebration of diversity at Cultural Night 2025 to the focus on academic excellence during Quality Day and Research Seminar 2025, these events showcase our supportive community and reflect our ongoing commitment to experiences that nurture the holistic growth of our students—academically, socially, and creatively.

Students and staff across our faculties continued to shine beyond the classroom. The Faculty of Design & Built Environment celebrated emerging talent and creative excellence on local and international stages.

The Faculty of Business & Communication and the Faculty of Computer Science & Technology offered engaging industry-linked initiatives, practical workshops, school outreach programmes, and skills-based training—preparing students to be innovative, adaptable, and future-ready.

November and December were also alive with initiatives that brought our community together. University–industry dialogues, financial literacy programmes, sustainability efforts, festive outreach activities, staff engagement initiatives, and inspiring alumni success stories demonstrated the collaborative spirit that defines First City University College.

These moments show that education encompasses achievement and beyond—fostering responsibility, connection, and a lasting positive impact.

We extend our gratitude to our students, staff, industry partners, and alumni for their dedication and contributions. Your collective efforts help build a dynamic, inspiring, and supportive learning environment. I look forward with excitement and optimism to the year ahead, as we carry forward these shared experiences and continue to empower our students to grow, thrive, and succeed.

Warm Regards,

**Professor
Dr. Saw Sor Heoh**

Vice-Chancellor,
First City University College



FIRST CITY UNIVERSITY COLLEGE CULTURAL NIGHT - A NIGHT OF CULTURE, COLOUR, AND CELEBRATION



First City University College's Cultural Night was held on 28 November 2025 at First City Hall



The evening opened with a charming flag parade, where students carried flags representing various countries while dressed in traditional attire. It set a warm and festive tone, showcasing the diversity and cultural appreciation shared across campus.

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The celebration continued with a lively cultural showcase featuring traditional dances and vocal performances representing Malaysian, Chinese, Indian, Indonesian, and Korean heritage. Guests enjoyed dinner and networking throughout the performances, creating an atmosphere filled with conversation, laughter, and shared cultural pride.



A magical performance by Ms. Teh Chia Li drew delighted reactions from the crowd, followed by the first lucky draw session that added plenty of excitement. Later in the night, the second lucky draw presented the grand prize — a 2-day 1-night stay at One World Hotel — which kept the audience energised and eagerly engaged.



Another highlight was the selection of Mr. and Ms. Cultural Night, featuring both student and staff categories.

Contestants charmed the audience with their confidence, cultural pride, and fun personalities, bringing warmth and lighthearted moments to the evening.

First City University College extends heartfelt appreciation to our sponsors — Kineta, One World Hotel, 1 Utama Shopping Centre, ARS, Marketing Plus, Radius, and Suriyaan Travel — for their generous support in making the event a success.

The night concluded with a group performance of “We’re All In This Together,” symbolising unity, friendship, and the collaborative spirit that defined the entire celebration. Cultural Night 2025 ended as a joyful expression of global unity and the beauty of cultures coming together in one vibrant community.





QUALITY DAY 2025: RECOGNISING ACHIEVEMENTS IN QUALITY AND AUDIT EXCELLENCE

Quality Day 2025 at First City University College was held on Wednesday, 10 December 2025, at the Centre for Postgraduate Studies.

Now in its third year, the annual event brought together staff and faculty to reflect on institutional achievements and reaffirm a shared commitment to quality and continuous improvement.

The programme began with welcome remarks and a sharing session on *Internationalisation of Expertise* by Professor Dr. Hing Hiang Lian, Deputy Vice-Chancellor. A key highlight of the day was the presentation of the 2025 Internal Audit results, which reflected the strong leadership, professionalism, and consistent efforts of the Internal Audit Unit.



In recognition of their contributions, members of the Internal Audit Unit were presented with certificates, underscoring the importance of their role in strengthening governance, enhancing compliance, and supporting institutional excellence. The subsequent Q&A session encouraged open dialogue and collective reflection, reinforcing a culture of transparency and shared responsibility for quality.

The event concluded with an appreciation session and closing remarks by Professor Dr. Saw Sor Heoh, Vice-Chancellor, honouring the good work and dedication demonstrated across the institution.

Quality Day 2025 served as a meaningful reminder of the progress achieved to date, and of First City University College's continued commitment to improving the quality of its systems, practices, and outcomes.

FIRST CITY UNIVERSITY COLLEGE SHOWCASES INNOVATION AT RESEARCH SEMINAR 2025



First City University College successfully hosted its Research Seminar 2025 at First City Hall, bringing together academics, industry leaders, and researchers to exchange ideas and advance knowledge with real-world relevance.



The seminar opened with a keynote address by Professor Emeritus Tan Sri Anuwar Ali on the future of Malaysian research. He underscored the important role of universities in driving relevant research and innovation to support Malaysia's progress towards a high-income economy, highlighting the need for strong science, technology, and innovation (STI) policies and closer collaboration between academia and industry.

The morning plenary sessions featured Dato' Abdul Harith Abdullah, who shared insights into evolving industry needs, and Professor Dr Ahmad Ismail, who addressed how classroom knowledge can be transformed into meaningful real-world impact.

The programme continued with the presentation of appreciation tokens, followed by the Seed Grant Ceremony, which recognised the inaugural Seed Grant recipient, and the Research Project Showcase, highlighting ongoing research initiatives and scholarly work.



After lunch, three parallel sessions were conducted. Vernon Jude Samuel, General Counsel and Head of Compliance for Mercedes-Benz Malaysia Sdn Bhd and Mercedes-Benz Parts Logistics Asia Pacific Sdn Bhd, led the Business and Communication session. The Design and Built Environment session was opened by Vivian Toh, a brand storyteller, author, and co-founder of TSUBAKI Studio, while Dr Ng Keng Yap, Senior Lecturer at Universiti Putra Malaysia, delivered the Computer Science and Technology session.

Running alongside the parallel sessions was a Special Session titled Bridging Ambition: Building Industry Excellence Through Education Partnership, which brought together university leaders and industry partners for a dialogue on building professional excellence through collaboration.



This session also introduced postgraduate pathways offered by the University, including the Doctor of Philosophy in Management, Master of Science in Business Administration, Master of Business Administration, and Master of Design Management.

The seminar concluded with the Best Session Presentation Awards, presented to Navin Kumar, Yap Xin Yi Allison, and Mohd Ridhwan Hilmi.

Research Seminar 2025 also featured public-facing activities such as workshops and craft booths, extending the celebration of research, creativity, and innovation to the wider community.

1 DAIKIN YOUTH DESIGN COMPETITION 2025 SHOWCASES EMOTION-DRIVEN CREATIVITY



The Daikin Youth Design Competition 2025 reached its peak on 20 November at the Daikin Malaysia Customer Care Centre, bringing together young designers to present their works inspired by this year's theme, "Echoes of the Heart."



Hay Wen Xuan from Diploma in Interior Design and Yap Jet Yee from Bachelor of Arts (Honours) Interior Architecture and Design participated with energy and dedication, presenting thoughtful and original design concepts.

Both students impressed the panel of industry judges with the originality, narrative depth, and emotional resonance of their projects. Their works earned them places among the Top 10 Finalists in the Residential and Commercial categories. In recognition of their achievements, Wen Xuan and Jet Yee were each awarded the Bronze Award in their respective categories, stressing their creativity, passion, and ability to translate heartfelt ideas into practical design solutions.



Hay Wen Xuan shared, "This competition reminded me that design is more than visuals. It is a language of emotion — Echoes of the Heart pushed me to create with sincerity, and I'm truly grateful that my work could resonate with others."

Yap Jet Yee added, "Being part of Daikin Youth Design Competition 2025 taught me the importance of staying authentic in a digital era. Winning bronze is an honour, but the real achievement is learning to design with purpose and heart."

The event concluded successfully, leaving students motivated to continue designing with intention and emotional impact.



2

YIIDEC 2025 AWARD GALA CELEBRATES YOUNG DESIGNERS AND CREATIVE EXCELLENCE

The Youth Innovative Interior Design Challenge (YIIDEC) 2025 Award Gala took place on 7 November 2025 at the MDMT Ballroom in Datum Jelatek Shopping Centre.

It was an elegant evening that brought together emerging designers from across Malaysia to celebrate creativity, innovation and forward thinking design. Students from the Diploma in Interior Design and the Bachelor of Arts (Honours) Interior Architecture and Design programmes represented First City University College, joining industry professionals and peers for a night that combined fine dining with inspiring performances.

Lee Chee Yen won Best Bungalow Design, while Hor Wen Cong secured a finalist position for Best F and B Design.



In the Best Retail Design category, finalists included Lee Hao Thang and Alice Lee Kim Lan, with the winner title awarded to Desmond Saw Wei Zheng, Justina Lee Yi and Lee Chai Xuan. The team of Lim Lee Tong and Cheng Ming Hui also earned the top accolade for Best Sustainable and ESG Design, reflecting the Faculty's growing strength in socially conscious design.

Lee Chai Xuan described the night as motivating, noting how inspiring it felt to see young designers recognized on a prominent stage.

Justina Lee Yi added that the event reminded her of the purpose of design and its ability to connect people through meaningful spaces. The gala concluded with a strong sense of pride and accomplishment for the students who represented the university.

3 POTLUCK 2025: SHOWCASING STUDENT CREATIVITY AT JAKARTA VISIT



From 2–4 December 2025, Associate Professor Dr Debbie Gan, Assistant Professor Arthur Liaw, and Gwendoline Chan visited the Jakarta Institute of the Arts (IKJ) for the Potluck 2025 Poster Exhibition, an event that celebrated student creativity and fostered cross-border design engagement.

During the three-day visit, the team engaged closely with undergraduate design students, exploring their studio projects and contributions to the invitational exhibition. The students’ work, covering branding, cultural preservation, and design management, demonstrated creativity, critical thinking, and practical application, providing inspiration and learning opportunities for both visiting academics and the students themselves.

Dr Debbie Gan noted that seeing the students’ designs in action offered valuable insights for teaching and curriculum development. Arthur Liaw highlighted that the Q&A sessions with students sparked lively discussions on how design drives impact and communicates value.

Gwendoline Chan reflected that engaging with the diverse student works broadened her perspective and generated ideas that can be shared with students back home.

The visit also included tours of Jakarta’s galleries, art spaces, and the EKRAF Design Festival, further expanding understanding of the regional creative landscape.

The visit strengthened collaboration, expanded creative outlook, and supported the Faculty of Design and Built Environment’s continued regional engagement.



1 MASS COMMUNICATION STUDENTS SHINE AT INTERNSHIP PRESENTATION SHOWCASE



The Diploma in Mass Communication students at First City University College recently concluded their Internship Presentation Showcase on 21 November 2025.

The event provided students with the opportunity to reflect on the skills they gained, present their tasks, and share insights into real-world media, corporate, and communication environments.

Students detailed their contributions across areas such as content creation, social media management, event coordination, and media production. They discussed challenges they faced, strategies for overcoming them, and lessons learned throughout their internships.



Lecturers and evaluators observed students' professionalism, communication abilities, and readiness to transition into industry roles, while awards for Best Presentations and Best Internship Workplace Experience recognised outstanding achievements.

The showcase concluded in a lively and proud atmosphere, with students demonstrating significant personal and professional growth. The event emphasised the Diploma programme's commitment to providing meaningful industry exposure and practical skills.



2

**EXPERIENTIAL LEARNING AT
CHOCOLATE MUSEUM MALAYSIA**

On 19 December 2025, the Faculty of Business and Communication conducted an educational visit to Chocolate Museum Malaysia.



During the visit, participants were introduced to the history of chocolate, cocoa processing, branding strategies, and product marketing within the chocolate industry.

The guided tour allowed participants to observe how storytelling, packaging, and consumer experience play a vital role in brand positioning and business communication.

"It was interesting to learn how storytelling and branding are applied even in food industries like chocolate, and the visit gave us a different perspective on how communication strategies influence consumer experience," said Raufa Majid and Adriall Avinesh.

The visit was both educational and enjoyable, reinforcing the importance of experiential learning in enhancing students' understanding of business, communication, and marketing concepts.

1 INTERNSHIP SUPERVISION AT AIA HEADQUARTERS



The Faculty of Computer Science and Technology conducted an internship supervision activity involving Ong Kai Jie, a student from the Bachelor in Computer Science (Intelligent Systems) (Honours) programme at First City University College. Kai Jie completed his industrial training at AIA Headquarters, located at Jalan Ampang, Kuala Lumpur.

The internship provided Kai Jie with valuable industry exposure, allowing him to apply theoretical knowledge gained from his academic studies in a real-world corporate environment. Throughout his placement, he was entrusted with a range of responsibilities covering user testing, system maintenance, automation script development, and data management, contributing to the efficiency and reliability of AIA's internal systems.

During the supervision review, Kai Jie highlighted how knowledge from his coursework supported his internship tasks. Concepts from Cloud Computing enabled him to understand and assist with cloud-based infrastructure, while his background in Internet of Things (IoT) supported his involvement in connected system solutions. He also applied SQL skills in managing and querying databases to support business operations. A key contribution during his internship was the development and implementation of Python automation scripts, which helped streamline daily processes, reduce manual workloads, and improve operational efficiency.

Kai Jie was also involved in debugging and optimising existing systems, ensuring that software tools used across departments functioned effectively. These experiences strengthened his technical competence and enhanced his problem-solving abilities through the analysis of complex system behaviours.

Beyond technical development, Kai Jie gained meaningful exposure to professional workplace practices. He worked collaboratively with colleagues across departments, managed multiple project timelines, and developed communication skills through regular project updates and discussions with supervisors. The internship also reinforced the importance of teamwork, project management, and professional ethics in the technology sector.

The faculty noted that Ong Kai Jie's internship experience successfully bridged academic learning and industry application. His placement at AIA HQ provided a strong foundation in automation, cloud computing, IoT applications, and database management, while also nurturing essential soft skills such as adaptability, collaboration, and critical thinking.

This supervision activity reflects the Faculty's commitment to structured industrial training and the development of graduates who are well prepared for professional roles in computer science and intelligent systems.

2 INTERNSHIP SUPERVISION AT SHARP ELECTRONICS (MALAYSIA) SDN. BHD.



The Faculty of Computer Science and Technology conducted an internship supervision activity involving Cheah Jing Suan, a student from the Bachelor in Computer Science (Intelligent Systems) (Honours) programme at First City University College.

Jing Suan is currently undergoing her industrial training at Sharp Electronics (Malaysia) Sdn. Bhd., located in Shah Alam, Selangor.

The supervision session provided an opportunity to review Jing Suan's internship progress and assess the alignment of her responsibilities with the programme's learning outcomes. During the session, Jing Suan delivered a comprehensive internship presentation outlining her key roles and contributions at the company. Her responsibilities include user testing, system maintenance support, and automation script development, all of which play an important role in supporting Sharp's operational systems.

Jing Suan highlighted her involvement in several projects, including the Power Automation Project, Lunch Management Daily Setup, and Data Migration initiatives.

A key aspect of her work involved conducting user testing and bug fixing to improve system performance and usability. She also demonstrated growing technical proficiency through the development and execution of Python automation scripts designed to streamline workflows and reduce manual processes.

Through these tasks, Jing Suan gained hands-on exposure to system maintenance, automation, and data management within a real-world corporate environment. The internship has also strengthened her teamwork and collaboration skills, allowing her to work closely with colleagues across different functions.

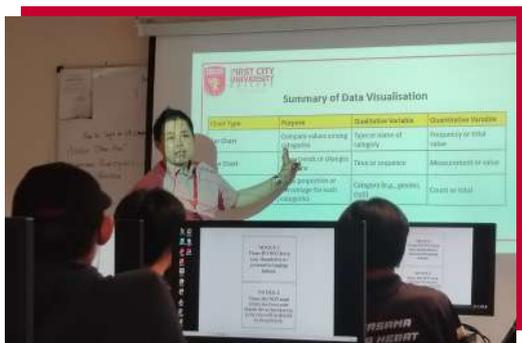
The faculty noted that Jing Suan's internship experience effectively bridges theoretical knowledge and practical application, providing her with valuable industry exposure in the field of computer science and intelligent systems.

This supervision activity underscores the importance of structured industrial training in preparing students for professional practice and supports First City University College's ongoing collaboration with industry partners such as Sharp Electronics (Malaysia) Sdn. Bhd.

4 LEVEL UP YOUR SKILLS: EXPLORING DATA ANALYTICS



On 14 November 2025, the Faculty of Computer Science and Technology at First City University College hosted the “Level Up Your Skills: Data Analytics” workshop.



Led by Mr. Cham Kah Loon and Mr. Mohd Sukry Bin Mohd Taib, the session engaged students from SMK Jalan Pasir Puteh, Ipoh, introducing them to foundational and practical aspects of data analytics and visualization.

The workshop exposed participants to key concepts in data interpretation, the role of analytics in decision-making, and hands-on experience with data visualization tools, including bar, line, and pie charts. Students learned how to transform raw data into meaningful visual representations, enhancing their analytical thinking and problem-solving skills.

Through these activities, participants gained an early glimpse of the applied, project-based learning style they will experience if they pursue studies in computing and technology at First City University College.

By working directly with real data and visualization tools, students also developed practical skills that can be applied in future academic projects and real-world scenarios. The session highlighted how data analytics enables informed decision-making, giving students insight into the types of challenges and opportunities they will encounter in further studies and technology-related careers.



The workshop concluded successfully, leaving students with a strong foundation in both theoretical knowledge and hands-on skills in data analytics, while inspiring them to explore future study and career pathways in the field of computing.



1

BRIDGING AMBITION: UNIVERSITY-INDUSTRY DIALOGUE ENHANCES PROFESSIONAL GROWTH

First City University College hosted the “Bridging Ambition: University-Industry Dialogue on Advancing Professional Growth” on 19 November 2025.

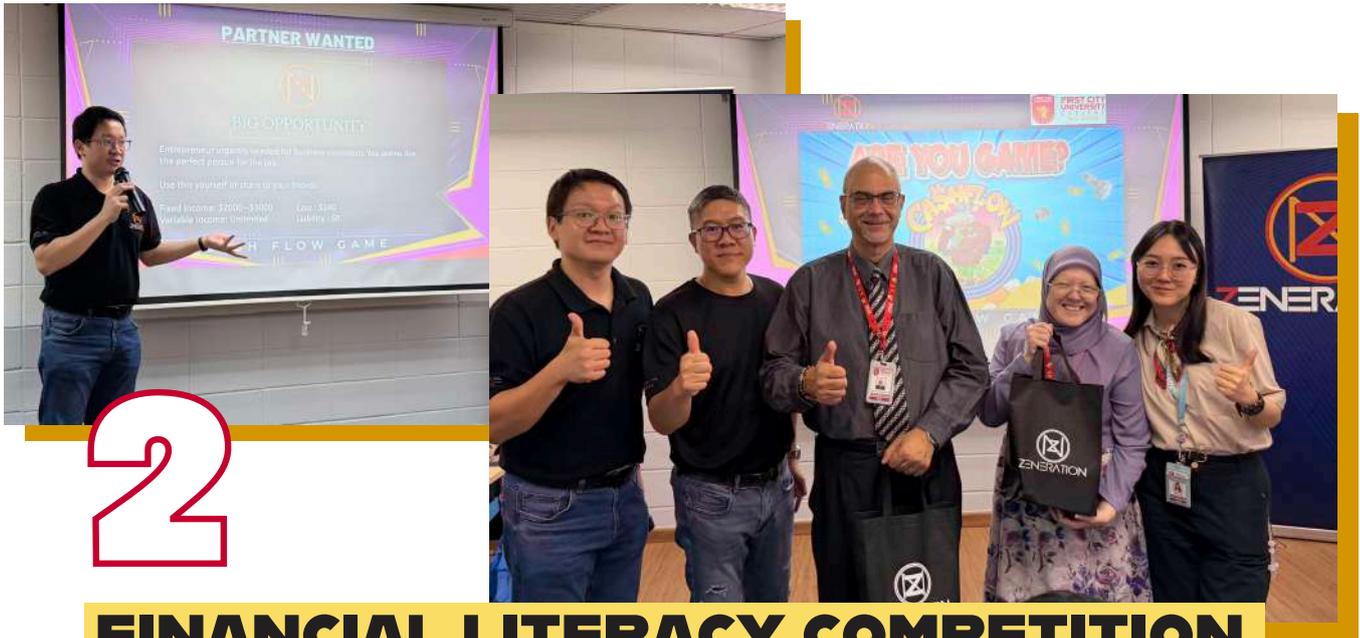
The event brought together industry leaders and senior academics for an afternoon of knowledge sharing and collaboration, focused on preparing future-ready graduates.

The dialogue explored the evolving skills and competencies required in today’s workforce, including technological adaptability, analytical thinking, communication, confidence, and internship readiness. Speakers, such as Mr. Kesmahinder Singh, Mr. Balasubramaniam Jayaraman, and Ms. Nisha Jayagopal, shared insights from real-world industry expectations, while representatives from Life-Inspired Network Society and eSecretary Sdn Bhd highlighted mentorship, employability, and bridging academic-industry gaps.



The session also showcased First City University College postgraduate programmes, with programme leaders detailing opportunities for advanced learning to upskill graduates and foster leadership development.

The dialogue emphasized collaboration as a key strategy in shaping graduates who are equipped for future challenges. Overall, the event reinforced the importance of partnership, knowledge exchange, and mentorship in cultivating competent and industry-ready professionals.



2

FINANCIAL LITERACY COMPETITION ENGAGES STUDENTS THROUGH CASHFLOW BOARD GAME

The Financial Literacy Competition - Cashflow Board Game was held on 6 November. Organised by the Student Services Department and the Centre for General Studies in collaboration with Zeneration, the event brought together students from the three faculties.



Throughout the session, students actively made financial decisions, strategised investments, and managed virtual wealth in a fun and experiential learning environment.

Following the game, Mr. Andrew Liao, Founder of Zeneration, and Mr. James Soo, Business Development Executive, led a debrief highlighting key financial lessons. The session concluded with the announcement of top winners and the Most Popularity Award, along with cash prizes, while consolation prizes were given to other standout participants.

The event ended with a group photo capturing the enthusiasm and camaraderie among participants, marking a successful initiative that combined learning, engagement, and practical skills development.

3 HANDS-ON DISCOVERY WORKSHOP BUILDS FUTURE READY SKILLS THROUGH LEGO SERIOUS PLAY



The Hands On Discovery Workshop: Building Future Ready Professionals Using LEGO SERIOUS PLAY took place on 4 November 2025.

Facilitated by Ms. Yin Kit, Group Strategy Manager at MyKey Global Sdn Bhd, the session introduced students to a hands on learning method that blends visual thinking and model building.

Students built models representing their personal superpower, explored business scenarios and collaborated on a shared team structure. These tasks encouraged them to think about risk management, opportunity recognition and the importance of placing people in roles that match their abilities. The interactive format kept the session energetic and highlighted how practical exercises can reveal communication styles and leadership potential.



Saahil Wasim Mollah from the Diploma in Information Technology programme shared that the activities helped him bond with his peers while learning about talent management. Many expressed that the LEGO based approach made the session enjoyable and easier to understand.

4 CELEBRATING THE FESTIVE SEASON WITH SWEET CARE HOME



On 13 December 2025, First City University College hosted a heartwarming festive celebration for children and teenagers from Sweet Care Home Orphanage.

Students played an active role in organising and conducting fun games and activities, creating a lively and engaging atmosphere throughout the event.

The celebration continued with a prize-giving ceremony for game winners, followed by the distribution of festive gifts thoughtfully prepared and contributed by the staff of the University College, adding a personal and meaningful touch. A student performance further enlivened the programme, and the session concluded with a movie screening, bringing smiles and laughter to all before bidding farewell.

This festive celebration reflected First City University College's continued commitment to community engagement and social responsibility. By creating a joyful and inclusive experience, the event spread love, warmth, and cherished memories during the festive season.





5 STAFF DAY AND OPEN DAY: CELEBRATING COMMUNITY AND CAMPUS LIFE

First City University College came alive as Staff Day was held alongside the Open Day, bringing staff, students, families, and visitors together for a day of connection and engagement.

Staff relaxed over food, joined games organised by the Student Services Department, and took part in a fun gift exchange, with some bringing family along, adding to the close-knit, inclusive spirit. Meanwhile, the Open Day ran from 10.00 am to 5.00 pm, with the student recruitment team attending appointments and walk-ins, while visitors joined hands-on workshops from Mass Communication, Computing, and Design — showcasing creativity and learning on campus.



Together, Staff Day and Open Day created a lively, inclusive atmosphere, celebrating the connections, creativity, and community that make First City University College a special place to learn, work, and grow.



YEAR END RECYCLING CAMPAIGN 2025 - SUPPORTING SUSTAINABILITY AND INCLUSION

First City University College successfully organised the Year End Recycling Campaign 2025 from 28 November to 13 December.



Throughout the campaign period, participants donated a wide range of recyclable and reusable items, including

paper materials, plastic containers and bottles, aluminium cans, glass items, toys, clothes in good condition, and electrical appliances. All collected items were donated to Lovely Disabled Home, a non governmental organisation that supports individuals with physical and mental disabilities.

Recycling serves as one of their key income sources, with beneficiaries directly involved in sorting and managing the donated materials. This initiative not only reduced waste sent to landfills but also contributed to community empowerment through inclusive participation.

7 HANDS-ON WORDPRESS TRAINING STRENGTHENS TEACHING AND STUDENT LEARNING



The WordPress Web Development for Beginners workshop gave academic staff from three faculties hands-on experience in building and customising websites using WordPress.



Participants explored website structure, content creation, and layout design, gaining practical skills for integrating digital tools into teaching and learning.

Instructor Mr. Roy Nicholas highlighted participants' patience and creativity during the sessions, noting their eagerness to experiment with widgets and plugins and their growing confidence in applying new design approaches.

Participants shared how the workshop strengthened their teaching capabilities. One noted it improved their understanding of website structure and content management, while another said, "As a lecturer, I gained practical skills in website development that I can use to guide students in creating their own digital portfolios or projects."

Overall, the training equipped participants to apply WordPress skills directly in teaching, supporting more applied, project-based learning.





AZADEH MEHRABI SHARGH

SENIOR DESIGN & PROJECT MANAGER AT TEG ASSETS SDN BHD

Azadeh Mehrabi Shargh, a graduate of the Master of Design Management programme at First City University College, has built a career that bridges creative design and strategic project leadership.

She is currently a Senior Design and Project Manager at TEG Assets Sdn Bhd, where she leads large-scale design and development projects encompassing concept creation, space planning, budgeting, procurement, stakeholder engagement, and full project delivery. Her recent work includes designing new educational and student accommodation facilities, as well as overseeing renovations to improve functionality, comfort, and the overall user experience.

Over more than a decade in the industry, Azadeh has gained extensive experience managing multidisciplinary teams, delivering award-winning projects, and integrating innovative design and operational strategies. Her early career combined hands-on interior design practice with studio management, mentoring junior designers, and balancing creative vision with project execution.

Her academic journey at First City University College provided the foundation for this success. Through her Bachelor of Arts (Hons) in Interior Architecture & Design, she developed technical expertise, critical thinking, and confidence in presenting and defending her ideas. Her Master in Design Management further strengthened her strategic leadership, innovation management, and ability to guide complex projects — skills she applies daily in her professional roles.

Reflecting on her experience, she shares, “Both my degree and master’s at First City University College formed the core foundation of my career. They built my technical understanding, strengthened my design thinking, and taught me how to communicate my ideas with confidence. The support I received from my lecturers motivated me to aim higher, and that mindset continues to guide me today.”

Azadeh’s professional journey highlights the transformative impact of the Master in Design Management programme, equipping graduates to become confident, visionary leaders capable of turning design ideas into real-world solutions.



JUSTIN LEE TIAN HOCK BUSINESS DEVELOPMENT ASSOCIATE AT RPG COMMERCE

Justin Lee Tian Hock, an alumnus of the Bachelor of Arts (Honours) Marketing at First City University College, is currently building his career as a Business Development Associate at RPG Commerce, where he supports business growth through client engagement and strategic coordination.

In his role, Justin is actively involved in lead generation and prospecting, identifying potential clients and business opportunities while building a strong sales pipeline through digital outreach, calls, and networking. He works closely with prospective and existing clients to understand their needs, propose suitable solutions, and maintain long-term professional relationships. His responsibilities also include supporting sales operations by preparing quotations and proposals, coordinating with internal teams across sales, marketing, and operations, and managing project timelines to ensure smooth execution and delivery.

Justin's professional competencies are strongly shaped by his academic journey at First City University College.

The Bachelor of Arts (Honours) Marketing equipped him with practical knowledge in marketing strategy, customer relationship management, social media marketing, market research, and marketing communications, enabling him to analyse client needs, communicate effectively, and contribute confidently to business development initiatives.

Through a curriculum that emphasises applied learning, teamwork, ethical practice, and industry exposure, including industrial training, Justin developed the communication, analytical, and interpersonal skills essential for today's dynamic business environment.

Justin's professional growth reflects First City University College's continued focus on industry-relevant education, applied learning, and holistic graduate development.

Through a curriculum grounded in real-world practice and supported by academic mentorship and industry exposure, the University College prepares graduates to transition confidently into the workforce and contribute meaningfully to their organisations and the wider business community.



FROM CLASSROOM TO CAREER: PRACTICAL EDUCATION AT FIRST CITY UNIVERSITY COLLEGE

First City University College, established in 1990 and located in Bandar Utama, Petaling Jaya, delivers career-focused higher education designed around industry practice, applied learning, and employability.

The university college offers structured pathways at foundation, undergraduate, and postgraduate levels, enabling students to progress with clarity while developing skills that translate directly into professional settings.

Learning at First City University College prioritises application over abstraction. Programmes are designed to equip students with current knowledge,

hands-on experience, and professional competencies aligned with today's workforce. Course content is regularly updated to reflect the latest industry practices, digital developments, and market expectations, ensuring that students graduate with relevant skills and practical confidence.

Academic offerings span business, accounting, marketing, mass communication, computing, computer science, information technology, interior architecture, graphic design, product design, and fashion marketing.

All programmes are fully accredited, providing qualifications that are recognised nationally and internationally. These disciplines reflect the institution's core strengths in combining creativity, technology, and business expertise to prepare students for competitive and evolving industries.

Teaching is supported by purpose-built facilities that encourage experiential learning, including advanced computing laboratories, design studios, creative workshops, and specialised learning spaces. These environments are structured to resemble professional workplaces, allowing students to develop industry-ready workflows, complete applied projects, and build portfolios that demonstrate practical capability.

Practical learning is reinforced through structured academic and professional initiatives embedded into the university college's annual cycle.

Research-led platforms promote inquiry and knowledge exchange, while sustainability- and quality-focused engagements expose students to governance, ethics, and responsible practice. Industry-facing opportunities connect students directly with employers and practitioners, innovation showcases highlight interdisciplinary problem solving and applied creativity, and formal recognition platforms celebrate student achievement and progression. Together, these initiatives move learning beyond the classroom and into real-world contexts where professional judgement and adaptability are developed.

The campus experience further strengthens student growth through a multicultural environment that encourages collaboration across disciplines and backgrounds.

Through academic projects, student-led initiatives, clubs and societies, and university-organised activities, students sharpen communication, leadership, and teamwork skills that are essential in modern workplaces.

Students are supported throughout their studies through structured academic guidance, career placement assistance, and personal support services. These services are designed to help students navigate academic demands, identify career directions, and transition smoothly from higher education into employment.

On-campus accommodation provides a safe and convenient living option within walking distance of academic facilities. The residences are fully furnished and supported by 24-hour security and CCTV surveillance, with essential amenities such as Wi-Fi, laundry facilities, study areas, and shared spaces that support daily living. The campus is strategically located near shopping centres, dining options, and public transport, enabling students to manage daily life efficiently, particularly those adjusting to a new environment.

Graduate outcomes reflect the institution's emphasis on applied learning and industry engagement. Students who actively participate in projects, make use of learning facilities, and engage with professional opportunities graduate with the confidence and competence to secure meaningful employment.

First City University College positions students to move forward with practical skills, recognised qualifications, and real-world experience—preparing them not just to graduate, but to perform.

For more information on programmes, scholarships, special incentives, and the admissions process, prospective students may contact the university via WhatsApp at +6016-301 8166 or visit www.firstcity.edu.my.



**QUALITY EDUCATION
GLOBAL GRADUATES**



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