

FIRST BULLETIN *Special Edition 3*

**FACULTY OF
BUSINESS & COMMUNICATION**



INDUSTRY ENGAGEMENTS



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
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MESSAGE FROM THE VICE-CHANCELLOR

IT GIVES ME GREAT JOY TO SHARE THIS SPECIAL EDITION OF THE FIRST CITY UNIVERSITY COLLEGE E-BULLETIN, DEDICATED TO CELEBRATING THE SPIRIT OF COLLABORATION BETWEEN OUR UNIVERSITY AND OUR VALUED INDUSTRY PARTNERS.

As we reflect on over 35 years of educational excellence, I take great pride in our enduring tradition as a trusted provider of quality higher education — nurturing minds, inspiring innovation, and shaping the future through knowledge, character, and community.

This special issue highlights how our partnerships with industry continue to open doors of opportunity for our students and faculty alike. Each story — from faculty members earning distinguished awards and research recognitions to the signing of new MOUs with leading companies and organisations — reflects our steadfast dedication to bridging academia with the real world.

I am especially proud of our students who are making the most of these opportunities — through industry visits, internships, and innovation challenges that enhance their learning beyond the classroom.

These experiences, together with the guest lectures, expert talks, and collaborative projects featured here, enrich our academic environment and keep our curriculum dynamic and relevant.

As we celebrate our 35-year journey, we do so with deep gratitude to our dedicated faculty and staff, our partners in industry, and our supportive parents and community. Together, we continue to build a university where learning meets purpose — and where every collaboration helps shape confident, skilled, and compassionate graduates ready to make a difference.

To our prospective students and their families: we invite you to be part of this enduring story of excellence and partnership.

As we look ahead, we remain committed to expanding our horizons — strengthening our ties with industry, embracing innovation, and preparing our students to succeed in a future shaped by creativity, technology, and global collaboration.

Warm Regards,

**Professor
Dr. Saw Sor Heoh**

Vice-Chancellor,
First City University College



MESSAGE FROM THE ACTING DEAN

IT IS WITH PRIDE AND APPRECIATION THAT I REFLECT ON THE MEANINGFUL PROGRESS OUR FACULTY OF BUSINESS & COMMUNICATION HAS ACHIEVED THROUGH INDUSTRY ENGAGEMENT AND STUDENT DEVELOPMENT INITIATIVES. OVER THE YEARS, THE FACULTY HAS GROWN ALONGSIDE EVOLVING INDUSTRY NEEDS AND GLOBAL DEVELOPMENTS, ENSURING THAT OUR STUDENTS GAIN REAL-WORLD EXPOSURE AND CAREER-FOCUSED LEARNING EXPERIENCES THAT PREPARE THEM TO THRIVE IN THE WORKFORCE.

We have expanded strategic collaborations with reputable organisations such as KT Cap, eSecretary, Public Mutual, the Financial Planning Association of Malaysia (FPAM), Zeneration, and Troffee Education. These partnerships empower students in areas such as investment literacy, ESG awareness, financial planning, and career readiness, while strengthening the university's position as a trusted partner in talent development.

Our academic initiatives further support employability and professional recognition, including the ACCA Accelerate Briefing, 21st Century Skills Workshop, and pathways toward chartered accountant status with the Malaysian Institute of Accountants (MIA). In Creative Media and Communication, students benefit from hands-on workshops in Adobe Premiere Pro, graphic design, and Steadicam film production conducted by both local and international industry practitioners, sharpening their skills and building confidence in professional environments.

Our students have also demonstrated excellence in national-level competitions and industry placements. Internship experiences with respected companies such as SNS Network Sdn. Bhd., Khoo Wong & Chan Chartered Accountants, Nexmu Sdn. Bhd., and Avelon Healthcare have provided practical

knowledge, professional growth, and in some cases, successful employment outcomes. These achievements highlight the strong support system the faculty provides in preparing students for meaningful careers.

As we look ahead, I am confident that the Faculty of Business & Communication will continue to nurture graduates who are visionary, capable, and socially responsible—graduates who are well-prepared to succeed in dynamic business and communication environments. Together, let us celebrate these accomplishments and continue to pursue excellence that reflects the faculty's growing reputation.

Warm Regards,

**Assistant Professor
S. Komlavathi
A/P Subramaniam**

Acting Dean,
Faculty of Business & Communication



BUSINESS INNOVATION DAY HIGHLIGHTS STUDENT CREATIVITY AND INNOVATION



The programme began with opening remarks from the Acting Dean of the Faculty, followed by 15-minute presentations by Final Year Project students, with 5-minute Q&A sessions with examiners and supervisors. After a networking lunch, Business Research Methodology students presented projects reflecting the interdisciplinary scope of business and communication research.

The day concluded with constructive feedback from examiners and supervisors, offering students guidance to refine their skills and ideas. Sydney Yeoh Xi Ni, from the Bachelor of Arts (Honours) Business Management, was recognised as Best Presenter for her outstanding presentation skills.

On 22 August 2025, Business Innovation Day showcased the Final Year Project presentations by graduating students from the Faculty of Business & Communication, highlighting research, innovation, and applied learning developed during their studies. The event provided a platform for students to present business ideas, research findings, and communication strategies in a professional setting.



The event strengthened students' research, critical thinking, and professional communication skills, providing practical experience that prepares them for future careers and enhances their readiness for the workplace.

INDUSTRY EXCELLENCE AWARDS CELEBRATE TOP GRADUATES FROM THE FACULTY OF BUSINESS & COMMUNICATION



The Faculty of Business & Communication at First City University College, in collaboration with ESECRETARY Sdn. Bhd., recognises outstanding Bachelor's Degree graduates through the Industry Excellence Awards. This initiative celebrates exceptional academic performance, professional skills, and innovative thinking among graduating students.

The awards provide students with opportunities to engage with industry leaders, showcase their talents, and strengthen connections between the Faculty and the business community. Recipients are recognised not only for their academic achievements but also for their readiness to excel in professional environments, reflecting the Faculty's commitment to producing industry-ready graduates.

By linking academic success with professional recognition, the Industry Excellence Awards inspire current and future students, highlight the practical and industry-focused learning experiences within the Faculty, and reinforce First City University College's dedication to fostering graduates who are prepared to make meaningful contributions to the workforce.

LAUNCH OF THE BUSINESS TECHNOLOGY LAB: EMPOWERING DIGITAL-READY GRADUATES

The Business Technology Lab is a purpose-built, multidisciplinary learning space that supports Business, Accounting, Marketing, and Mass Communication programmes through hands-on, technology-driven learning. By integrating industry-relevant software, data analytics, and creative tools into teaching and learning, the lab strengthens students' digital competencies and practical skillsets.

Equipped with Statistical Package for the Social Sciences (SPSS), the lab enables students—particularly in Business and Accounting—to carry out statistical analysis, research projects, surveys and final-year projects using real-world data. This exposure enhances analytical thinking, research capability and evidence-based decision-making. For Marketing and Mass Communication programmes, access to photo editing and creative software supports visual storytelling, digital content creation, branding, advertising and media production using tools aligned with industry practice.

In addition, the Business Technology Lab facilitates digital marketing analytics and business intelligence, applied research and data-driven projects, creative media production, and collaborative, project-based learning. By bridging theory with practice, the lab plays a key role in preparing students for the evolving demands of the digital economy, strengthening graduate employability and supporting innovative teaching initiatives across faculties.



SHAPING THE FUTURE OF LEARNING: KOMLAVATHI SUBRAMANIAM'S LEADERSHIP IN RESEARCH AND INCLUSIVE EDUCATION



Komlavathi Subramaniam has made significant contributions to higher education through research innovation, creative pedagogy, and advocacy for inclusive, technology-enhanced teaching practices. Her work has been recognised internationally, showcasing her dedication to advancing educational excellence in Malaysia.

In 2024, she was awarded a Silver Medal at the International Graduate Research in Education Seminar (i-GREduc 2024) for her study, "The Impact of Artificial Intelligence on Teaching and Learning: Opportunities and Challenges in Tertiary Education in Klang Valley, Malaysia." The research explores the transformative role of AI in teaching methodologies, while addressing the support and adaptation needed for educators to strengthen digital integration in higher education.

Her commitment to inclusive education is further reflected in her work presented at the 9th International Conference on Education (ICEDU 2023), titled "Training Module Development and Its Effectiveness for Improving the Competencies of Tertiary Educators in Teaching Inclusive Classrooms in Malaysia." Using the

ADDIE model, this specialised module enhances educators' ability to support learners with ADHD and Autism Spectrum Disorders, contributing directly to national goals in inclusive tertiary education.

Komlavathi has also earned multiple awards at the International Putra InnoCreative Carnival in Teaching and Learning:

Silver Medal (2023):
Perception of Educators on Using Innovative Pedagogy in Embracing Resilient Teaching in Higher Education

Bronze Medal (2022):
Using Gamification for Personalized Learning in Higher Education

Silver Medal (2021):
A Real-Life Reflection Strategy as a Teaching and Learning Pedagogy for Business Subjects

These accolades reflect her pioneering approach to modern pedagogy — from gamification to reflective learning and resilient teaching — all aimed at improving student engagement and learning outcomes.

Through her research, innovations, and advocacy, Komlavathi continues to empower educators with the skills, knowledge, and confidence to embrace evolving educational landscapes, fostering impactful, inclusive, and technology-driven learning experiences aligned with global educational progress.

FIRST CITY UNIVERSITY COLLEGE COLLABORATES WITH KT CAP TO KICKSTART STUDENTS' INVESTMENT JOURNEY WITH MOO MOO



The "Kickstart Your Investment Journey with Moo Moo" event was held on 30 August 2024 at the Centre for Postgraduate Studies in collaboration with the Student Services Department. The session was presented by Mr. Alvin Mah Kar Meng from KT Cap Stars Sdn Bhd and coordinated by Ms. Caren, with students and lecturers in attendance.

The event introduced students to key concepts in financial management and personal finance allocation, with a focus on using financial apps to explore investment opportunities safely. Through the "Moo Moo" trading app, students were able to practice virtual trading and gain hands-on experience in investment strategies without financial risk.

By engaging with the session, students enhanced their understanding of investment tools, financial planning, and risk management. The event provided practical exposure to digital investment platforms, equipping students with the knowledge, confidence, and skills to make informed financial decisions and fostering their readiness to apply these competencies in real-world financial scenarios.



FIRST CITY UNIVERSITY COLLEGE SIGNS MOU WITH ESECRETARY TO ENHANCE INDUSTRY ENGAGEMENT AND STUDENT OPPORTUNITIES



On 18 July 2024, First City University College and ESECRETARY Sdn. Bhd. marked a significant milestone with the signing of a Memorandum of Understanding (MoU) at the Chancellery. The agreement underscores a strengthened commitment to industry engagement and the creation of meaningful opportunities for students of the Faculty of Business & Communication.

The ceremony was attended by Professor Dr. Saw Soh Heoh, Vice-Chancellor of First City University College; Mr. Weladavi Acharige Rahula, Head of the Student Services Department; Professor Dato Dr. Chan Khin Thiam, Founder of ESECRETARY Sdn. Bhd.; and Mr. Kee Chun Ooi, Admin Manager of ESECRETARY Sdn. Bhd.

Through this partnership, students in the Faculty of Business & Communication will gain access to industry-relevant learning experiences, practical exposure, and professional networking opportunities. ESECRETARY will also present Industry Excellence Awards to outstanding Bachelor's Degree graduates, recognising exceptional talent, strengthening ties with industry leaders, and highlighting the achievements of First City University College students.

This collaboration reinforces the Faculty's commitment to preparing graduates who are skilled, industry-ready, and equipped to thrive in their careers. By bridging academic learning with practical industry engagement, the partnership promises to inspire innovation, enhance student competencies, and open pathways to professional success.

FIRST CITY UNIVERSITY COLLEGE COLLABORATES WITH PUBLIC MUTUAL FOR MONEY MASTERY AND ESG CHALLENGE

On 22 November 2023, the Faculty of Business & Communication, in collaboration with Public Mutual and the Student Services Department, hosted the Money Mastery and ESG Challenge. The event provided students with a hands-on platform to enhance financial literacy and explore sustainable business practices. Opening remarks by the Faculty Dean, Assoc Prof Dr. Leong Wee Phin, set the stage for an engaging session, supported by insights from Ms. Jennie Yeoh, Group Agency Manager of Public Mutual, highlighting the partnership between the Faculty and industry.

Through four interactive games, students applied critical thinking, strategic planning, and teamwork to address financial and ESG challenges. Osama Elsadig Elwathig Allagabo, a Year 2 Bachelor of Science (Honours), Accounting and Finance student,

won the Individual Championship, while Team ABC, led by Leong Jun Kean from the Diploma in Business Administration, secured the Team Championship.

The event equipped students with practical skills, boosted their confidence, and enhanced their understanding of financial management and sustainable practices, preparing them to make informed, responsible decisions in their future careers.



FIRST CITY UNIVERSITY COLLEGE PARTNERS WITH FINANCIAL PLANNING ASSOCIATION OF MALAYSIA (FPAM) TO EMPOWER MILLENNIALS IN EARLY RETIREMENT PLANNING

On 20 June 2023, First City University College, in partnership with the Financial Planning Association of Malaysia (FPAM), hosted the inaugural financial literacy talk titled "Millennials: Why It Is Never Too Early to Start Planning for Retirement." The session featured Ms Vivian Chow, a licensed Financial Adviser specialising in retirement planning, and was attended by students, along with faculty members and staff, including the Head of Student Services, Weladavi Rahula, and the Head of the Centre for General Studies, Assistant Professor Puan Siti Maria binti Mohamad. FPAM was also represented by Jordan Yap, Assistant Manager for Education, Examinations and Renewal.

Ms. Chow shared her expertise on the unique challenges and opportunities millennials face in securing their financial future. The interactive session encouraged students to ask questions, discuss concerns, and seek

personalized guidance, fostering a deeper understanding of retirement planning and financial management.

Through this collaboration, students enhanced their financial literacy, gained practical knowledge of early retirement planning, and developed critical decision-making skills to better manage their long-term financial well-being. The event strengthened their confidence in planning for the future, equipping them with tools and insights that will benefit them personally and professionally.



FIRST CITY UNIVERSITY COLLEGE AND ZENERATION JOIN FORCES TO EMPOWER FUTURE FINANCIAL PROFESSIONALS

On 26 April 2023, representatives from Zeneration met with university leaders to explore potential collaborations aimed at providing students with valuable industry exposure and professional development opportunities. Zeneration, a leading agency representing Prudential Assurance Malaysia Berhad (PAMB) and Prudential BSN Takaful, is known for its commitment to developing skilled professionals in the financial planning industry. The meeting was attended by the Dean, Assoc Prof Dr Lewis Leong, and Programme Coordinator Fong Jia Ling, while the Zeneration team was led by Founder Andrew Liao.

Discussions included a potential industrial training programme, PruVenture Z, and a workshop titled "What Career Suits You Best through PruDNA," designed to help students understand their strengths, interests, and career aspirations. Students will also have the opportunity to participate in an industrial-based project, gaining practical exposure to financial planning processes.



This collaboration is set to equip students with industry-relevant skills, enhance their understanding of professional practices, and provide hands-on experience that will strengthen their employability and readiness for future careers in the financial sector.

FIRST CITY UNIVERSITY COLLEGE PARTNERS WITH TROFFEE EDUCATION FOR THE SPRINGBOARD CHALLENGE ON FINANCIAL LITERACY AND FINANCIAL MANAGEMENT

First City University College recently partnered with Troffee Education to bring the Spring Board board game and Springboard Challenge to students. The collaboration provides an interactive platform for students to develop financial literacy and management skills through a realistic simulation of financial decision-making. The Spring Board Workshop on 10 May 2023 will prepare students for the Springboard Challenge on 12 May 2023, where top participants will have the opportunity to represent the institution at the national level.

Through this initiative, students gain hands-on experience in financial planning, enhance their understanding of investment concepts, and apply critical thinking and decision-making skills in a practical setting.

The programme equips students with industry-relevant knowledge and confidence, fostering the skills needed to make informed financial decisions and supporting their future professional success.



FIRST CITY UNIVERSITY COLLEGE SIGNS MOU WITH ESTREAM MSC SDN BHD TO STRENGTHEN INDUSTRY-RELEVANT LEARNING AND STUDENT EMPLOYABILITY



On 18 March 2021, First City University College signed a Memorandum of Understanding (MoU) with ESTREAM MSC Sdn Bhd to strengthen industry collaboration and enhance student learning experiences. The MoU was signed by Vice-Chancellor Professor Dr Saw Sor Heoh and ESTREAM's Managing Director, Mr Desmond Law Hoe Yan, establishing a framework for collaborative research, exchange of ideas and facilities, and joint participation in seminars, conferences and workshops.

The partnership also supports mutual visits by academic and industry professionals, fostering closer engagement between education and practice. Through this collaboration, students are provided with opportunities for industrial study visits and industrial placements, allowing them to gain valuable exposure to real workplace environments and industry expectations.

A key benefit of the MoU is ESTREAM's role in providing training for lecturers on SQL Account and SQL Payroll systems, ensuring teaching remains aligned with industry standards. This directly benefits students through more practical, industry-relevant learning, complemented by the opportunity to obtain recognised certifications that strengthen their skills, confidence and employability.

1 SR PRODUCTION ENTERPRISE INSPIRES STUDENTS THROUGH FILMMAKER INSIGHTS WITH ADOBE PREMIERE PRO

A hands-on Adobe Premiere Pro workshop held on 23rd April 2025 welcomed students from the Diploma of Mass Communication October 2024 and October 2023 cohorts.

The session introduced students to key video editing techniques, focusing on essential skills such as timeline editing, colour correction, transitions, and adding audio effects. Students practiced creating short video projects, learning to organize footage, apply creative storytelling, and use advanced tools like Lumetri Color, keyframing, and multi-camera editing. By the end of the session, students gained greater confidence in their ability to use Adobe Premiere Pro for both academic and creative media projects.

Yuan Pui Yi shared, "Learning Premiere Pro today showed me how powerful editing can turn simple footage into a real story." Soh Ziqing, expressed, "I really enjoyed experimenting with colour grading – it made my videos look so much more cinematic!"

This workshop provided valuable hands-on experience, allowing students to expand their video editing skills and apply them to their future projects.



2 ACCA ACCELERATE BRIEFING EMPOWERS ACCOUNTING & FINANCE STUDENTS

The Faculty of Business & Communication held an ACCA Accelerate briefing on 28 March 2025 for students from the Bachelor of Accounting and Finance (Honours) programme. The session, conducted by Mr Ryan Ng, Business Relationship Manager of ACCA, introduced students to the latest updates on ACCA study routes and explained how the ACCA Accelerate programme provides a streamlined pathway for university students to begin their professional journey early. The briefing included guidance on registration, timelines, and fees, with a Q&A session allowing students to clarify their queries.

Students also learned that their programme grants exemption from all nine ACCA papers, giving them a significant advantage toward



completing the ACCA qualification. By attending the session, students gained valuable insights, practical knowledge, and confidence to navigate the ACCA pathway, enhancing their professional readiness, career planning, and employability in the accounting and finance industry.

3 21ST CENTURY SKILLS WORKSHOP ENHANCES STUDENT EMPLOYABILITY



On 3 July 2024, students from various programmes participated in the “21st Century Skills for Job Success” workshop, designed to prepare them for the demands of today’s rapidly evolving job market. The session focused on developing essential workplace competencies beyond academic knowledge.

Through interactive workshops and activities, students strengthened key skills such as critical thinking, effective communication, adaptability, and collaboration. Opportunities to engage with employers, educators, and industry professionals further enriched the experience, encouraging idea exchange and practical insights into workplace expectations.

By the end of the session, students gained a clearer understanding of how 21st-century skills enhance employability and long-term career readiness. The workshop equipped them with practical tools and confidence to adapt to future job trends, supporting their personal development and professional growth.

4 ADOBE PREMIERE PRO WORKSHOP ENHANCES VIDEO EDITING SKILLS FOR MASS COMM STUDENTS



A Video Editing Workshop was held on 21 February 2024 at Mac Lab, IT Centre, catering to students from the Diploma in Mass Communication programme.

The workshop, led by distinguished filmmaker Mr. Shatish Rao Sivakumar, provided hands-on experience with industry-standard tools like Adobe Premiere Pro. Students learned effective editing techniques and developed skills in producing compelling visual narratives. Mr. Sivakumar shared his storytelling expertise and real-world insights, enriching the learning experience and expanding students’ technical knowledge.

By combining practical training with industry insights, the workshop equipped students with the confidence, skills, and creativity needed to excel in video production. Participants enhanced their technical competence, applied storytelling strategies, and gained experience directly relevant to professional media and communication careers.

5 **FIRST CITY UNIVERSITY COLLEGE STUDENTS COMPETE IN NATIONAL FINAL SPRINGBOARD CHALLENGE ORGANISED BY EAST SPRINGS**



The Springboard Challenge National Final 2023/24, organised by EastSpring Investments, concluded on 20 January 2024, bringing together students from various institutions for a competitive and insightful financial literacy experience. First City University College was represented by Winnie Yeap Si Hoong and Andrew Chye Wen Bin, who earned their place in the national final after emerging as top performers in the earlier university-level challenge.

The competition comprised two rigorous rounds that tested participants' financial decision-making, analytical thinking, and strategic planning skills. While Winnie and Andrew did not secure prizes, their participation at the national level reflects strong commitment, resilience, and competence in financial management. Both students were awarded certificates of attendance in recognition of their achievement.

Participation in the national final provided valuable exposure to real-world financial scenarios and competitive problem-solving. The experience strengthened students' financial literacy, critical thinking, and confidence, contributing meaningfully to their personal development and readiness for future academic and professional pursuits.

6 **STEADICAM WORKSHOP WITH IAN MCPAKE OF THE UNIVERSITY OF SUNDERLAND, UK ENHANCES CREATIVE SKILLS FOR FIRST CITY UNIVERSITY COLLEGE STUDENTS**

The Steadicam Workshop led by Ian McPake on 16 November 2023 provided a valuable learning experience for students from the Diploma in Mass Communication programme at First City University College. Ian McPake, Programme Leader for Film Production at the University of Sunderland, UK, shared his extensive industry experience, with a focus on the use of Steadicam technology in professional film production.

The session introduced students to the technical and artistic applications of moving camera techniques commonly used in high-end film and television productions. Conducted in a small-group setting, the workshop allowed for close interaction, hands-on guidance, and practical exposure to industry practices.

Through this experience, students gained a clearer understanding of how Steadicam technology enhances visual storytelling, while developing technical competence, creative confidence, and industry awareness. The workshop supported students' learning outcomes by bridging theory and practice, strengthening their readiness for future projects and careers in film and media production.



7 MALAYSIAN INSTITUTE OF ACCOUNTANTS (MIA) VIRTUAL PROGRAMME GUIDES STUDENTS TOWARDS CHARTERED ACCOUNTANT STATUS



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OF ACCOUNTANTS

The programme outlined key stages toward achieving Chartered Accountant (CA) status, beginning with the MIA Qualifying Education (QE) Assessment, which includes workshop evaluations and a final examination. Students were also introduced to the MIA Chartered Accountant's Relevant Experience (CARE) programme, a structured mentor-mentee framework that supports graduates in completing three years of verified, relevant work experience under the guidance of an MIA Chartered Accountant.

The Malaysian Institute of Accountants (MIA) Virtual Programme, titled "Pathway to a Chartered Accountant (M)", was held on 27 October 2023 to guide students aspiring to pursue professional recognition as Chartered Accountants. The session provided a clear overview of the professional journey following the completion of accounting studies.

Through this virtual engagement, students gained a clearer understanding of professional requirements, career pathways, and long-term progression within the accounting profession. The session enhanced students' career awareness, confidence, and readiness to plan their professional development, supporting informed decision-making and stronger alignment between academic preparation and industry expectations.

8 FINANCIAL PLANNING ASSOCIATION OF MALAYSIA (FPAM) DELIVERS FINANCIAL LITERACY TALK: **EMPOWERING STUDENTS WITH FINANCIAL WISDOM**



The Financial Planning Association of Malaysia (FPAM) conducted its second financial literacy talk on 28 June 2023, following the inaugural session held on 20 June 2023. Titled “How to Fit Financial Planning into Your Student Budget,” the session focused on helping students understand the importance of managing their finances effectively while pursuing their studies.

The talk was delivered by Ms Tan Lynn Say, a former chartered accountant with the Big Four and a licensed CMSRL holder as well as an Islamic Financial Planner. Drawing from her professional journey, she shared practical insights on budgeting, prioritising expenses, and developing disciplined financial habits at an early stage.

Building on the foundation laid in the first session, this follow-up talk further strengthened students’ financial literacy by equipping them with practical knowledge and confidence to manage their finances responsibly, make informed financial decisions, and lay the groundwork for long-term financial stability.

9 FINANCIAL PLANNING ASSOCIATION OF MALAYSIA (FPAM) DELIVERS FINANCIAL LITERACY TALK 2: **NAVIGATING BUDGETS AND BEYOND**

The Financial Planning Association of Malaysia (FPAM) conducted its third financial literacy talk on 28 June 2023, following the earlier sessions that laid the foundation for students’ financial awareness. Held on the same day as the second talk, the session was titled “How to Fit Financial Planning into Your Student Budget” and focused on helping students manage their finances effectively while pursuing their studies.

The talk was delivered by Ms Vivian Chin, a seasoned financial professional with over two decades of experience in the financial industry. As a holder of the CMSRL Licence with the Securities Commission Malaysia and the FAR Licence with Bank Negara Malaysia, she shared expert insights on the importance of developing sound financial habits early, while addressing common



student challenges such as limited income, study-related expenses, and overspending.

Through this session, students gained practical budgeting strategies and a clearer understanding of financial planning, empowering them to make informed financial decisions, build responsible money management habits, and strengthen their financial readiness for both their academic journey and future careers.

10 **ADOBE GRAPHIC DESIGN WORKSHOP PROVIDES HANDS-ON EXPERIENCE FOR MASS COMMUNICATION STUDENTS**

To strengthen students' visual communication capabilities and industry readiness, mass communication students participated in a two-day Adobe Graphic Design Workshop held on 29 March and 5 April 2023 at the Mac Lab, IT Centre. The workshop focused on Adobe Photoshop and Adobe InDesign, equipping students with essential design skills that complement their communication training and enhance collaboration with creative teams in the media industry.

The sessions were conducted by Ms Rashdaleena Athiefa, a guest lecturer specialising in Graphic and Motion Design with expertise in VFX and UI/UX. Through guided, hands-on activities, students learned practical techniques in layout design, visual storytelling, and content creation using industry-relevant tools.



By the end of the workshop, students gained a solid foundation in graphic design, enabling them to produce more compelling visual content, communicate ideas more effectively, and improve their employability by developing versatile, in-demand skills relevant to today's media and creative industries.

11 **ALLIANZ PROVIDES INTERNSHIP OPPORTUNITIES FOR STUDENTS**

A meeting with Allianz Life Insurance Malaysia Berhad was held on 15 November 2022 to discuss and formalise internship arrangements for students. The discussion was led by Associate Professor Dr Lewis Leong, with Allianz Executive Director Mr Kitson Fong and his team in attendance.

Through this collaboration, students gained access to Allianz's L.E.A.P. (Learning, Exposure, Access, and Progress) programme, a comprehensive student ecosystem that provides ongoing learning opportunities, practical insights, and additional resources to support professional development.



These internship opportunities allow students to apply theoretical knowledge in real-world settings, gain industry-relevant skills, and build confidence for future careers. The partnership also includes structured programmes to ensure students are well-prepared before commencing their internships, maximising the learning outcomes and benefits from this professional experience.

1 **MARCUS EU YAN SAN'S INDUSTRY EXPOSURE IN E-COMMERCE OPERATIONS AT BIG MK SDN BHD**

The Faculty of Business & Communication proudly recognises Marcus Eu Yang San, a Bachelor of Arts (Honours) Business Management student, for completing his industrial training with Big MK Sdn Bhd from June to September 2025.

During his internship as a Marketing Operations Intern in the E-commerce Department, Marcus gained hands-on experience in digital retail operations, including inventory management, product listing optimisation, sales monitoring, and campaign execution for major online sales events such as 7.7, 8.8, and 9.9. He also collaborated closely with supply chain, creative, and marketing teams to ensure smooth campaign implementation.

The placement strengthened Marcus's analytical and problem-solving skills through data-driven decision-making, while enhancing his communication, adaptability, and teamwork in a fast-paced environment.



Overall, the internship deepened his understanding of e-commerce strategy, digital marketing operations, and marketplace optimisation, equipping him with practical knowledge and readiness for a future career in the digital business sector.

2 **KAN KAH HENG'S INDUSTRY READINESS THROUGH INDUSTRIAL TRAINING AT SNS NETWORK SDN BHD**

The Faculty highlights Kan Kah Heng, a final-year Bachelor of Arts (Honours) Business Management student, who successfully completed his 13-week industrial training with SNS Network Sdn. Bhd., a leading ICT solutions provider. He was attached to the GLOO retail division at Mid Valley.

During the internship, Kan gained hands-on exposure to key retail operations, including sales, customer service, inventory management, and daily store activities. He developed strong communication and interpersonal skills while applying product knowledge—particularly in relation to Apple products—to enhance customer engagement and satisfaction.

The training also strengthened his operational competence in a fast-paced retail environment. With guidance from mentors, Kan improved his time



management skills and became proficient in using the Xilnex POS system to manage daily sales transactions and retail operations efficiently.

Overall, the internship provided meaningful industry exposure, equipping Kan Kah Heng with practical skills, professional confidence, and workplace readiness to support his future career in business and retail management.

3 KINGSLEY LAU'S PROFESSIONAL GROWTH AT KHOO WONG & CHAN CHARTERED ACCOUNTANTS



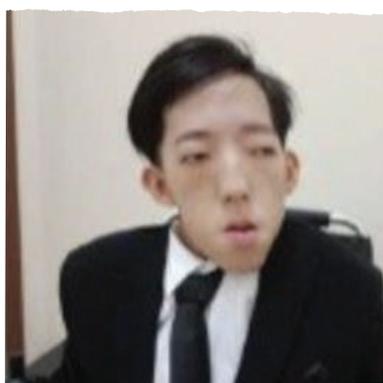
Kingsley Lau completed his internship as a Tax Admin at Khoo Wong & Chan Chartered Accountants from 5 July to 30 September 2024, gaining practical exposure to business management and taxation.

During the internship, he supported the tax department by drafting tax invoices, preparing Year of Assessment questionnaires, and assisting with e-C Forms and tax computations. He was also involved in document recycling for company wind-ups and liquidations, drafting Income Statements, and updating the Tax Division Status Summary, contributing to smoother internal processes.

By handling tasks for multiple companies, Kingsley developed strong time management and organisational skills, learning to prioritise responsibilities and meet deadlines. Guidance from supervisors and colleagues also helped refine his career goals and professional direction.

Overall, the internship enhanced Kingsley's technical knowledge and workplace readiness, preparing him for future roles in the tax and finance sector.

4 ANG HAN YIEW'S FINANCE AND INVESTMENT EXPERIENCE AT NEXMU SDN BHD



The Faculty highlights Ang Han Yiew, a Bachelor of Arts (Honours) in Business Management student, who completed his internship as an Operations Admin at NexMU Sdn Bhd from 4 June to 3 September 2024, gaining practical skills in finance and investment operations.

During his placement, Han Yiew conducted research on industry trends and financial markets, contributed to process improvement initiatives, and managed operational data, including reports, inventory logs, and supplier information. These tasks enhanced his understanding of operational dynamics in the finance sector.

Under the guidance of Mr Lim Lip Khoon, Director of NexMU Sdn Bhd, he developed investing skills, strengthened his analytical abilities, and gained confidence in evaluating investment opportunities. The internship equipped Han Yiew with practical knowledge, professional skills, and readiness to apply finance and investment strategies in real-world scenarios.

5 HOO ZHEN YEE'S PROFESSIONAL DEVELOPMENT AT TAXMAN SDN BHD

The Faculty proudly highlights Hoo Zhen Yee, a Bachelor of Science (Honours) in Accounting student, for completing his industrial training with Taxman Sdn. Bhd., a reputable accounting and business advisory firm in Kepong, Kuala Lumpur.

During his internship in the audit department, Hoo Zhen Yee supported audit seniors in executing audit programmes and gradually took on greater responsibilities, including handling audit tasks under supervision. His work covered the full audit cycle, from planning and statutory audit execution to preparing audit working papers and reports, and included exposure to client engagement processes.

He also managed and organised audit files, reinforcing the importance of accurate documentation and compliance. The internship strengthened his technical knowledge, attention to detail, and understanding of professional auditing practices, while enhancing communication, teamwork, and workplace discipline.



Overall, the placement provided valuable real-world experience, preparing Hoo Zhen Yee for future opportunities in accounting and auditing.

6 KUAH PING JUEN'S INDUSTRY EXPERIENCE AT COMMERZ GLOBAL SERVICE SOLUTION



The Faculty proudly highlights Kuah Ping Juen, a Bachelor of Science (Honours) in Accounting student, for completing her industrial training with Commerz Global Service Solution, gaining hands-on experience in professional accounting and audit practices.

During her internship, she supported daily accounting and audit operations, including preparing records, organising client files, assisting in audit fieldwork, and contributing to financial statement preparation. This allowed her to apply accounting standards in practical scenarios under the guidance of her supervisor.

The experience strengthened her technical skills, accuracy, understanding of audit procedures, and professional ethics. Working closely with supervisors and team members also enhanced her communication, teamwork, and workplace discipline.

Overall, the internship provided valuable industry exposure, equipping Kuah Ping Juen with practical knowledge, professional confidence, and readiness for a career in accounting and auditing.

7 SOON PHOOH CHEE'S ACCOUNTING EXPERIENCE AT CHINA COMMUNICATIONS CONSTRUCTION (ERCL) SDN BHD



The Faculty highlights Soon Phooh Chee, a Bachelor of Arts (Honours) Accounting student, who completed her internship at China Communications Construction (ERCL) Sdn Bhd, gaining practical exposure to accounting and financial management in a professional setting.

During her placement in the finance and accounts unit, Phooh Chee assisted with budget monitoring, processing claims and payments, updating financial records, and preparing basic financial reports under supervision. She also gained insights into internal controls, compliance with organizational policies, and standard operating procedures, which strengthened her attention to detail and analytical skills.

The internship further exposed her to financial governance practices and the importance of transparency in managing organizational funds. Overall, the experience enhanced Phooh Chee's understanding of accounting processes, developed her professionalism and responsibility, and prepared her for future career opportunities in the accounting field.

8 CHONG SIN PING'S PROFESSIONAL GROWTH IN ACCOUNTING AT FLT STOP MANAGEMENT & CONSULTANCY SERVICES



The Faculty highlights Chong Sin Ping, a Bachelor of Arts (Honours) Accounting student, who completed her internship at FLT Stop Management & Consultancy Services, gaining hands-on experience in accounting and financial operations.

During her placement in the accounts department, Chong Sin Ping recorded daily transactions, prepared payment vouchers, issued invoices, assisted in bank reconciliation, and supported senior staff in maintaining accurate accounting records and proper documentation. She applied accounting principles learned in class to real business transactions and developed proficiency in accounting software, data entry, and time management.

The internship further exposed her to internal control procedures and coordination between the accounts department and other business units, enhancing her understanding of overall operations. Overall, the experience strengthened her practical accounting skills, workplace discipline, and confidence, preparing her for future employment in the accounting field.



ACCOUNTING

- Ernst & Young PLT
- Commerz Global Service Solutions
- AVEVA Asia Sdn Bhd
- China Communications Construction (ECRL) Sdn Bhd
- YYC group
- BoardRoom
- Grab Holdings Limited
- HSL & Co
- CCS & Co
- Lee & Tan Associates PLT
- HSL & Co
- UMT (University Malaysia Terengganu) in International Affair Department or Financial Department
- Asiatic Advisory Sdn. Bhd.
- FLT Stop Management & Consultancy Services

BUSINESS MANAGEMENT

- One World Hotel Petaling Jaya
- 1 Utama Shopping Centre
- Bandar Utama City Centre Sdn Bhd
- Shangri-La Kuala Lumpur
- InterContinental Hotel Kuala Lumpur
- Hilton Kuala Lumpur
- M World Hotel
- Doubletree By Hilton Kuala Lumpur
- Westin & St Regis Langkawi
- Renaissance Kuala Lumpur
- Resort World Genting
- Royale Chulan Bukit Bintang
- Royale Chulan Damansara
- Hilton Petaling Jaya
- Hotel Istana KL
- Alila Bangsar Kuala Lumpur
- Big MK Sdn Bhd
- SNS Network (M) Sdn Bhd
- Trinity42 Digital
- Job Majestic
- De Infinity Group
- Pentas Flora
- RecruitFirst
- Signata Genting Highlands



MASS COMMUNICATION

- One World Hotel
- M World Hotel
- METROJAYA
- Poem Media Sdn Bhd
- ZEN LAB SDN BHD
- MAHAJAYA BERHAD
- Tradeworks International Sdn. Bhd.
- POP Global Institute
- Bagati Corp Sdn Bhd
- Hansel K Beauty
- Cloud Media Digital
- Sightvibes



MARKETING

- ClickAsia Sdn. Bhd
- RPG Commerce
- Bandar Utama City Centre Sdn Bhd
- Hernan Corporation Sdn Bhd
- Webqlo Sdn.Bhd
- OPPO Malaysia
- Schlumberger Business Support Hub Sdn. Bhd.
- YYC (Bandar Botanic) Sdn Bhd
- Abyres Holdings Sdn Bhd
- Hilton Petaling Jaya



**QUALITY EDUCATION
GLOBAL GRADUATES**



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