

FIRST BULLETIN *Special Edition 6*

**FACULTY OF
BUSINESS & COMMUNICATION**



**CELEBRATING THE
GLOBAL SUCCESS OF OUR ALUMNI**



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

CONTENTS

**01 MESSAGE FROM THE
VICE-CHANCELLOR**
pg 04

**02 MESSAGE FROM
THE DEAN**
pg 05

**03 MASTER OF BUSINESS
ADMINISTRATION**
pg 06

AUSTIN NGA HUNG KAIT - HEAD OF HR AND
ADMINISTRATION AT GREAT WALL MOTOR (GWM) MALAYSIA

**04 BACHELOR OF ARTS (HONOURS)
MASS COMMUNICATION**
pg 07

SANJAY MADHAV - EDITOR & VIDEO HOST AT WAPCAR

05 BACHELOR OF ARTS (HONOURS) BUSINESS MANAGEMENT

pg 08

WINNIE GONG – BUSINESS DEVELOPMENT
MANAGER AT UPSCALE SDN BHD

06 BACHELOR OF ARTS (HONOURS) MARKETING

pg 09

JUSTIN CHEE TIAN HOCK – BUSINESS DEVELOPMENT
ASSOCIATE AT RPG COMMERCE

07 BACHELOR OF SCIENCE (HONOURS) IN ACCOUNTING

pg 10

PRAVEETHA DHARSHINI – SENIOR FINANCE
EXECUTIVE AT XANDERIA BERHA

08 DIPLOMA IN MASS COMMUNICATION

pg 11

APRIL YII – SENIOR EXECUTIVE, CONTENT &
CREATIVE MARKETING AT METROPOLITAN TV

09 **DIPLOMA IN BUSINESS ADMINISTRATION**

pg 12

NG CHUN HO – WEALTH MANAGER AND SALES
EXECUTIVE AT MANULIFE INSURANCE BERHAD

10 **FEATURE ARTICLE – ALUMNI REUNION 2025**

pg 13

MESSAGE FROM THE VICE-CHANCELLOR

“ IT IS A TRUE JOY TO CELEBRATE THE EXTRAORDINARY JOURNEYS OF OUR ALUMNI IN THIS SPECIAL EDITION E-BULLETIN. ”

Over the past 35 years, our graduates have gone on to shape industries, communities, and the world — reflecting the values, dedication, and resilience nurtured here at First City University College.

This edition shares their inspiring stories – from leadership in global organisations and pioneering entrepreneurship, to community initiatives and creative achievements. Each journey highlights how a strong educational foundation, combined with vision, perseverance, and determination, can transform lives and open doors to remarkable opportunities.

Their successes inspire us to continue our tradition of excellence and provide innovative learning experiences that empower every student to reach their fullest potential. Guided by our Vision – Empowering Students to be Globally Competitive — and our Mission —

To Provide Affordable, Quality Education for an Enriching Future — we actively innovate to create learning experiences that prepare graduates to thrive, contribute, and lead in an ever-changing world.

To prospective students and families: these stories reflect the possibilities that await you here. A university experience with us equips you with the knowledge, skills, and confidence to pursue your ambitions and step confidently into your dream career.

We warmly invite you to join us, explore your potential, and become part of a vibrant community that will support you to lead, innovate, and shape the future.

Warm Regards,

Professor Dr. Saw Sor Heoh

Vice-Chancellor,
First City University College



MESSAGE FROM THE DEAN

THE FACULTY OF BUSINESS & COMMUNICATION IS PROUD TO CELEBRATE THE ACCOMPLISHMENTS OF OUR ALUMNI, WHOSE SUCCESS REFLECTS THE IMPACT OF A FIRST CITY UNIVERSITY COLLEGE EDUCATION.

This e-bulletin highlights their achievements across industries, showcasing the diverse paths our graduates have taken and the meaningful contributions they are making in business, finance, marketing, media, and more.

Our programmes are designed to prepare students for this dynamic environment. We go beyond foundational knowledge to develop graduates who think critically, communicate persuasively, and adapt confidently. By integrating digital skills, data literacy, and emerging AI applications, we equip students to engage with—and shape—the modern economy.

Our alumni continue to make their mark: some lead HR and administration at Great Wall Motor (GWM) Malaysia; others excel as Senior Finance Executives at Xanderia Berhad; some thrive as Business Development Managers at RPG Commerce or Business Development Associates at Upscale Sdn Bhd; and others lead in content and creative marketing at Metropolitan TV or succeed as Wealth Managers and Sales Executives at Manulife Insurance Berhad. Their achievements

demonstrate the real-world impact of business insight, effective communication, and technological fluency.

We congratulate our alumni on their remarkable achievements and celebrate their continued success. Their accomplishments inspire current and future students and exemplify the Faculty's mission to nurture capable, adaptable graduates ready to make a meaningful impact. We look forward to celebrating more achievements and supporting our students and alumni as they shape the future of business and communication.

Warm Regards,

Dr. Wong Kin Hung

Dean,
Faculty of Business &
Communication



AUSTIN NGA HUNG KAIT

HEAD OF HR AND ADMINISTRATION
AT GREAT WALL MOTOR (GWM) MALAYSIA



Austin Nga Hung Kait's journey from First City University College (formerly KBU International College) to his current role as the Head of HR and Administration at Great Wall Motor (GWM) in Malaysia is a testament to the profound impact of quality education on shaping a successful career.

His higher educational odyssey began in 2014 with a Diploma in Business Management, a pivotal step that laid the groundwork for his future achievements. Driven by a passion for continuous learning and excellence, Austin pursued advanced education, culminating in a BA (Hons) in Business Management and an MBA in Management in 2016 and 2017, respectively. Not content with resting on his laurels, Austin also dedicated himself to enhancing his language proficiency through the Intensive English Programme (Advanced Level), showcasing his commitment to holistic self-improvement. Currently on the verge of completing his Doctor of Business

Administration (DBA), Austin embodies the ethos of lifelong learning and professional development.

His tenure at GWM is a testament to his adeptness in the realm of HR management. Responsible for critical areas including Recruitment, Employee Relations, Workforce Administration, Employee Engagement, and Learning & Development, Austin demonstrates a comprehensive understanding of the intricacies of human resource functions. His strategic acumen and hands-on approach have been instrumental in elevating HR practices within GWM.

Austin's impact extends beyond local boundaries. Collaborating closely with Senior Management, he plays a pivotal role in developing and implementing HR strategies at the regional level that seamlessly align with GWM's overarching organizational goals. His ability to analyze intricate HR metrics enables him to provide valuable insights, facilitating continuous improvements and advancements within the company.

His trajectory from academia to professional excellence exemplifies the synergy between educational foundations and career ascendancy. First City University College served as the launchpad for Austin's journey, equipping him with the knowledge, skills, and mindset necessary to excel in the dynamic landscape of HR leadership. Austin Nga Hung Kait stands as a living embodiment of how a robust educational foundation can empower an individual to not only succeed but also lead and innovate within their industry.



SANJAY MADHAV

**EDITOR & VIDEO
HOST AT WAPCAR**

Reflecting on his time at First City University College, Sanjay attributes his decision to pursue his studies here to the supportive learning environment, approachable lecturers, and a diverse student community that made the campus experience both engaging and enriching. He also highlights the well-equipped facilities and creative atmosphere, noting that these elements played an important role in nurturing his interest in communication. Most importantly, the knowledge and skills he gained during his studies have continued to support his transition into the professional world.

Sanjay's progression in the industry reflects his adaptability and commitment to growth. From content creation to editorial responsibilities and video hosting, he has expanded his role in line with the demands of modern media, where versatility and digital fluency are essential. His achievements, including industry recognition for his work in online media, underscore his ability to remain relevant and impactful in an ever-evolving landscape.

First City University College proudly celebrates the achievements of Sanjay Madhav, an alumnus whose journey reflects the power of passion, clarity, and purpose in today's digital media landscape. A graduate of the Bachelor of Arts (Honours) in Mass Communication in 2019, Sanjay has built a strong presence as an editor and a video host with WapCar.my, contributing to the evolving field of automotive journalism.

In a fast-paced and highly competitive media environment, Sanjay has distinguished himself through his ability to communicate complex ideas in a clear, engaging, and accessible manner. His work goes beyond reporting on cars, offering readers meaningful insights into industry trends, consumer perspectives, and driving experiences. By combining technical understanding with compelling storytelling, he has contributed to shaping informed audiences within the digital media space.

His journey exemplifies the global reach of a First City education, demonstrating how graduates can translate their skills into meaningful careers while contributing to industry and engaging audiences across platforms.



WINNIE GONG

**BUSINESS
DEVELOPMENT MANAGER
AT UPSCALE SDN BHD**

Winnie Gong, an alumna of the Bachelor of Arts (Honours) Business Management at First City University College, is a seasoned professional with over 20 years of experience in business development, IT recruitment, project management, and corporate training. Since joining UPSCALE SDN BHD in 2017, she has advanced from Global Recruiter to Recruitment Manager, and currently leads as Business Development Manager, driving executive search, HRD Corp training programmes, and strategic business expansion.

In her role, Winnie has spearheaded partnerships with organisations such as MIDA, PIKOM, EUROCHAM, and MDEC, delivered over RM1.1 million in sales in 2023, and developed streamlined SOPs for recruitment, visa, and training operations. Her leadership and strategic planning have enabled the company to achieve high operational efficiency and sustainable growth.

Winnie credits her academic foundation at First City University College for equipping her with essential skills in project management, strategic planning, human resource management, risk management, and cross-cultural business practices. The programme's applied learning, internship opportunities, and emphasis on leadership and ethical business practice prepared her to transition confidently into the corporate sector and excel in complex, results-driven environments.

Winnie Gong's professional journey reflects First City University College's commitment to developing industry-ready, globally-minded graduates. Her achievements highlight how a strong academic foundation, combined with practical experience, empowers graduates to achieve professional excellence and make a meaningful impact in their industries.

JUSTIN CHEE 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.

PRAVEETHA DHARSHINI

**SENIOR FINANCE
EXECUTIVE**

AT XANDERIA BERHAD

Praveetha Dharshini A/P Mageswaran, a graduate of the Bachelor of Science (Honours) in Accounting and Finance programme at First City University College, is currently excelling as a Senior Finance Executive at Xanderia Berhad.



She is also pursuing her Master's in Accounting at Universiti Kebangsaan Malaysia, further advancing her expertise in the financial field.

Her academic journey, marked by consistent Dean's List achievements, laid a strong foundation for her professional growth and technical mastery.

Praveetha's early professional journey began as a Temporary Accounting Clerk at Academy PS Samy Sdn Bhd, where she handled payroll data entry, ISO documentation, and accounts receivable/payable processes. She later joined Maybank as an ASB Consultant Trainee, assisting with sales support and operational documentation.

At Infinitus Management & Advisory Sdn Bhd, she managed invoice preparation, account statements, and tax filing support for SMEs—gaining exposure to both internal administration and client servicing. These early experiences developed her resilience, accuracy, and adaptability in finance roles.

Building on that foundation, she further strengthened her industry exposure during her audit assurance training at KPMG Malaysia, where she assisted with auditing financial statements and preparing critical documentation for review. She then progressed to a role as a Financial Analyst at CBRE Malaysia, managing corporate P&L, cost transactions, accruals, and journal postings —offering valuable insight into corporate finance structures and analysis. These roles sharpened her skills in financial reporting, variance analysis, and internal controls.

Today, Praveetha holds a pivotal role as Senior Finance Executive at Xanderia Berhad, where she oversees cash flow management, financial forecasting, audit coordination, budgeting, and compliance. She collaborates with cross-functional teams to provide actionable financial insights that support strategic decision-making and long-term planning.

Her ability to bridge analytical thinking with operational execution reflects the education she received at First City University College— an institution that cultivates not only technical competence but also professional confidence and leadership.

APRYL YII

SENIOR EXECUTIVE, CONTENT & CREATIVE MARKETING AT METROPOLITAN TV

Apryl Yii, First City University College graduate in Diploma in Mass Communication, has excelled in the creative and media industries. She has developed a diverse career, integrating her public relations, TV production, event coordination, administrative, and creative marketing skills.

Apryl's practical experiences in First City University College shaped her career. As an intern at Mob Entertainment, she gained hands-on experience in event coordination and artist management, playing key roles in high-profile events such as the Japan Festival and the TVB Awards Malaysia 2017. This internship provided her with vital insights into the entertainment industry, further honing her communication and problem-solving abilities.

Following her internship, Apryl worked as an Admin Executive at Jacob Sing Dance and Modelling, where she successfully coordinated events and developed her administrative skills. She managed various administrative duties, including time management, staff salary, and account documentation.

She later transitioned into the financial sector with AIA Bhd., where she expanded her sales and client management expertise, leading to her recognition as a "Raising Star" at the 2019 Convention in Chiang Mai, Thailand.



Apryl's career trajectory took a creative turn when she joined Mango Media Sdn Bhd as an Event Executive and Creative Director. In this role, she was involved in producing TV programs, including "Shila Amzah Masterclass S1" and "Happy Chinese New Year 2023," and managing international projects, bridging media between Malaysia and China.

Currently, Apryl serves as the Senior Executive in Content & Creative Marketing at Metropolitan TV SDN BHD, where she continues to contribute her experience in content creation, TV production, and creative marketing strategies. Apryl's journey demonstrates the powerful impact of First City University College's Mass Communication programme, which prepared her with the practical skills and professional insights that have been essential to her success.

First City University College is proud of Apryl's achievements, and her story serves as an inspiration to current and future students pursuing careers in the media and creative industries.



NG CHUN HO WEALTH MANAGER AND SALES EXECUTIVE AT MANULIFE INSURANCE BERHAD

His journey into wealth management was shaped during his studies at First City University College, where the Diploma in Business Administration provided a holistic understanding of business operations, financial accounting, investment analysis, and management principles. Through practical coursework in finance, economics, business communication, and ethics, he developed the analytical thinking, numerical competence, and interpersonal skills essential to advising clients with confidence and integrity.

Equally important was the programme's emphasis on applied learning and lifelong development, preparing graduates for professional progression in the financial and corporate sectors. This strong academic foundation enabled Chun Ho to transition smoothly into the industry and continue growing in a highly competitive field.

Ng Chun Ho, a graduate of the Diploma in Business Administration at First City University College, exemplifies how a strong business foundation can lead to sustained professional success in the financial services industry. Currently serving as a Wealth Manager at Manulife Insurance Berhad, he brings over six years of experience in providing trusted financial advisory and portfolio management services to a diverse client base.

In his role, Chun Ho delivers personalised financial planning and insurance solutions, supports clients in protection planning and wealth accumulation, and manages long-term portfolios with a strong focus on risk management. His ability to build lasting client relationships and provide responsible, well-informed advice reflects both professional maturity and a solid grounding in business and finance.

Chun Ho's achievements reflect First City University College's commitment to nurturing capable, ethical, and industry-ready graduates. His career journey serves as an inspiration to prospective students seeking a practical business education that opens pathways to meaningful professional growth and long-term success.

ALUMNI REUNION 2025

- REKINDLING CONNECTIONS, CELEBRATING LEGACIES



First City University College welcomed back its graduates for Alumni Reunion 2025, held on 26 July and organised by the Student Services Department with support from the Student Council.

The event featured a heartfelt performance of the university's official song, "This Is My Home", sung by both students and alumni—setting a warm, nostalgic tone that carried through the afternoon.

Laughter and lively energy filled the room with light-hearted games, a speed networking challenge and an online quiz adding excitement to the programme, leading into the Alumni Awards and a much-anticipated lucky draw. Congratulations to quiz champions Lee Zhi Guan, Cornileus Jasper Patrick, and Wong Yee Yin! Fifty attendees also walked away with RM20 vouchers, while others scored GSC movie passes and a buffet voucher worth RM600 at One World Hotel.



The reunion also celebrated legacy and achievement through the Alumni Awards, with a special recognition of Ms. Teh Chun Boey, an alumna of the Faculty of Design and Built Environment from the Class of 1996, who was honoured as the most senior alumna in attendance.

A highlight of the day was the Memory Flower Wall, created by Leong Jun Kean, founder of Petals and Silk. "I felt happy to have contributed to the Memory Flower Wall and to have captured all the alumni's beautiful memories," shared Leong Jun Kean.

Ifeoluwa Ayansina, co-writer of the university song added, "I'm glad the song I co-wrote still holds meaning to the school. It's hard to believe it's been 10 years."



The day concluded with refreshments, reconnections, and the launch of the new First City University College Alumni Chapter, setting the stage for even stronger alumni engagement in the years ahead.



**QUALITY EDUCATION
GLOBAL GRADUATES**



FIRST CITY UNIVERSITY COLLEGE DKU031(B)

No.1, Persiaran Bukit Utama, Bandar Utama, 47800 Petaling Jaya, Selangor Darul Ehsan.

Hotline Number: +6016 - 301 8166

Phone: +603 - 7735 2088

Website: www.firstcity.edu.my

Email: enquiry@firstcity.edu.my