



FIRST CITY
UNIVERSITY
COLLEGE
WAY AHEAD



FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

“Business Leaders of Tomorrow”

ACCOUNTING & FINANCE
BUSINESS ADMINISTRATION
BUSINESS MANAGEMENT
MARKETING
HOSPITALITY & TOURISM MANAGEMENT
HOSPITALITY MANAGEMENT
INTERNATIONAL BUSINESS
MASS COMMUNICATION



ABOUT US

First City UC has an excellent track record of producing highly employable graduates, successful entrepreneurs and award-winners. First City UC's home-grown programmes are recognized by our international university partners.

To meet the needs of the industry for employable graduates, First City UC's programmes are:

- Fully accredited by the Malaysian Qualifications Agency (MQA) and relevant professional bodies.
- Industry relevant.
- Delivered by a highly qualified team of dedicated lecturers and professionals with teaching and industry experience.
- Complemented by state-of-the-art facilities and supported by an e-learning portal, IT laboratories, and a library with e-library facilities and electronic databases.

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

1

Industry-relevant curriculum with industry seminars, visits, industrial training & projects

2

State-of-the-art facilities and equipment

3

Award-winning projects by students

4

Lecturers with relevant academic and professional qualifications, and industry experience

5

Highly employable graduates & successful alumni



INDUSTRY PARTNERS / EMPLOYERS

ACCOUNTING, AUDIT & TAX, CONSULTANCY AND PROFESSIONAL

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

BANKING & INSURANCE

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

ENGINEERING

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

EVENT MANAGEMENT, TOURISM & ENTERTAINMENT

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

FOOD AND BEVERAGE

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

HOTEL, PROPERTY & CO-WORKING SPACE

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

MEDIA

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

RETAIL, TRADING & LOGISTICS

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

TECHNOLOGY

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

OUR UNIVERSITY PARTNERS



ANGLIA RUSKIN UNIVERSITY, UK (ARU)



HOTEL AND TOURISM MANAGEMENT INSTITUTE SWITZERLAND (HTMi)

OUR UNIVERSITY PARTNERS



- Ranked 36th in the world for achievements in Good Health and Wellbeing in the Times Higher Education (THE) Impact Rankings 2021 which measure institutions' work towards the United Nations (UN) Sustainable Development (SDGs), established in 2015 as an urgent, global call to action towards a more sustainable future for the world's population.
- Ranked in the top third of mainstream universities for staff who make their subjects interesting according to the latest NSS results (NSS 2020).
- Top third of mainstream universities for assessment and feedback, and learning community and students feel confident that their voice is heard and their opinions valued. This has come through strongly for the fourth year running in the latest NSS results (NSS 2020).
- Named the top post-1992 university in the UK.
- One of the top 350 in the world in the Times Higher Education University World Rankings 2020 for the fifth consecutive year and one of the top 40 in the UK.
- Top 10% of English higher education institutions for skills, enterprise and entrepreneurship and the top 20% for local growth and regeneration as reflected in the inaugural Knowledge Exchange Framework (KEF) results, published in April 2021.
- Named as one of the top 10 mainstream universities in the UK for graduate employment in the Graduate Outcomes Survey 2020. The new Graduate Outcomes figures have been compiled by HESA, the Higher Education Statistics Agency.
- Ranked number 1 in the UK for Sport Science courses by the Guardian League Table 2021.
- Rated as a top 150 university in the world for health education in the Times Higher Education World Rankings 2019.
- Invested over £100 million in the last five years on facilities, on projects like the Science Centre/ School of Medicine and SuperLabs.

www.anglia.ac.uk



www.cim.co.uk

- For over 100 years, CIM is the world's leading professional marketing body with over 28,000 members in 120+ countries and accredited study centres in 40+ countries.
- Student affiliate membership at discounted rate.



- Founded in November 1904, ACCA currently has over 230,000 members worldwide across 178 countries.
- ACCA international recognition opens doors to various rewarding global career opportunities.
- Graduates from the BSc (Hons) in Accounting and Finance are only required to complete four (4) more papers from the professional module and gain three (3) years relevant work experience to be recognised as an Associate Chartered Accountant.
- Five (5) years continuous membership with ACCA grants the member a Fellow membership (FCCA) within the ACCA ranks.
- ACCA has a vast pool of approved employers such as Accenture, AIA, Deloitte, Dell, PWC and many others.



- The Chartered Institute of Management Accountants, founded in 1919, is the world's leading and largest professional body in Management Accountants, with more than 232,000 members and students operating in 177 countries, working at the heart of business.
- CIMA helps individuals and businesses to succeed by harnessing the full power of management accounting – not just accounting for the balance sheet, but accounting for business.
- Together with the American Institute of Certified Public Accountants (AICPA), the Chartered Global Management Accountant (CGMA) designation was established in 2012 to provide members with a new level of resources and recognition.
- CGMA is the most widely held management accounting designation in the world. It distinguishes more than 150,000 accounting and finance professional who have advanced proficiency in finance, operations, strategy and management.



- Established in Switzerland in 1999.
- Mission: "Come as a Student, Become a Manager."
- Achieved the Swiss EDUQUA education quality accreditation, officially recognized by the Swiss Government and have accreditation also by the BAC (British Accreditation Council) from the UK.
- Has a Swiss hotel environment for students to study hotel management in the world-famous Swiss way.
- Paid industry training in Switzerland.
- On-campus recruitment by leading hotel companies.
- High quality international job placement service upon graduation.
- First City UC students are accepted for entry into the final year of HTMI's BA International Hotel and Events Management in Switzerland.

STATE-OF-THE-ART FACILITIES



GARDE MANGER (COLD KITCHEN)



PASTRY KITCHEN



CAFÉ DE ONE - TRAINING RESTAURANT



MOCK HOTEL ROOM



HOTEL DE ONE FRONT OFFICE



TRAINING BAR COUNTER



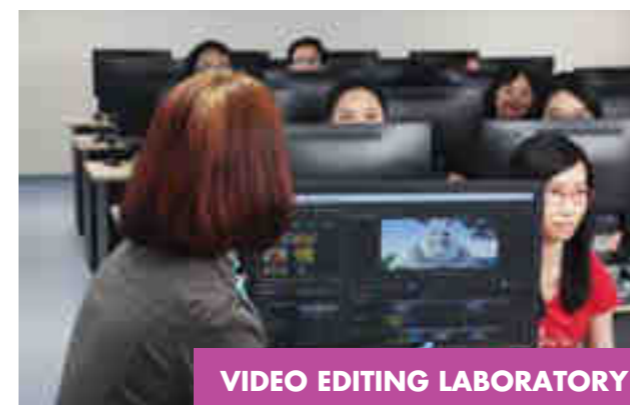
TRAINING KITCHEN WITH INDIVIDUAL STATIONS



RECORDING STUDIO



PHOTOGRAPHY STUDIO



VIDEO EDITING LABORATORY



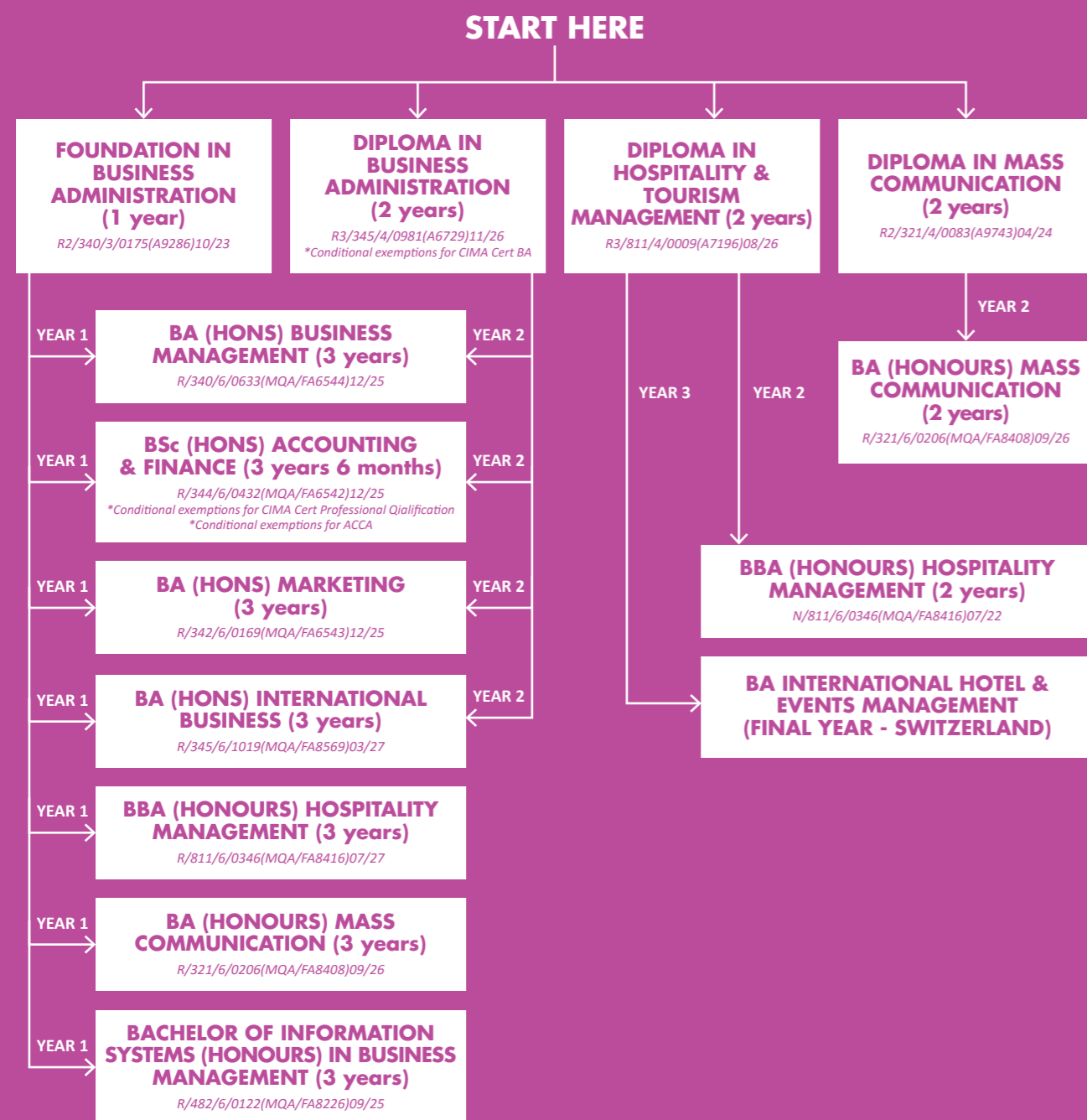
BROADCASTING STUDIO



AUDIO EDITING LABORATORY

PROGRAMME PATHWAYS

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

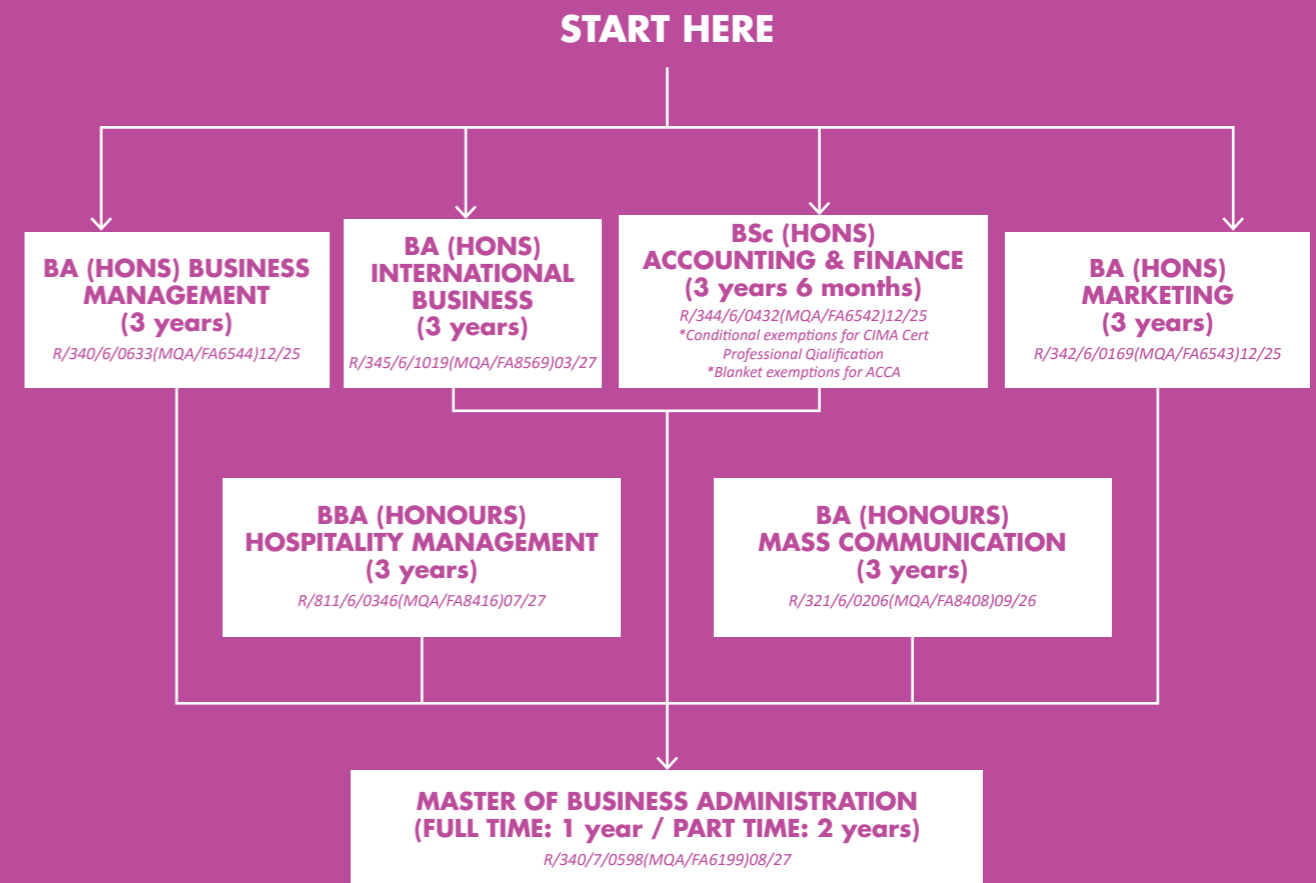


* Programme offered by Faculty of Engineering & Computing

* Terms & Conditions Apply

PROGRAMME PATHWAYS

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



* Terms & Conditions Apply

FOUNDATION IN BUSINESS ADMINISTRATION

R2/340/3/0175(A9286)10/23

This programme is designed to provide a comprehensive foundation in business and management. It is a combination of academic skills and content-specific modules as well as critical thinking and communication skills.

THE PROGRAMME OBJECTIVES ARE TO:

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

DURATION

1 Year

INTAKES

January, May, September

ENTRY REQUIREMENTS

- SPM : Minimum 5 credits (including English)
- UEC : Minimum 4Bs (including English)
- IGCSE : Minimum 5 credits (including English)
- OTHER QUALIFICATIONS : Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

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

PROGRAMME CONTENTS

SEMESTER 1

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

SEMESTER 2

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

SEMESTER 3

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

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

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

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

DIPLOMA IN BUSINESS ADMINISTRATION

R3/345/4/0981(A6729)11/26

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

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

The Association of Chartered Certified Accountants (ACCA, UK) accepts graduates for the ACCA Professional Qualification Examination.

THE PROGRAMME OBJECTIVES ARE TO:

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

DURATION

2 Years

INTAKES

January, May, October

ENTRY REQUIREMENTS

- SPM : Minimum 3 credits and at least a pass in English OR Sijil Kemahiran Malaysia (SKM) Level 3 with SPM 1 credit
- UEC : Minimum 3Bs and at least a pass in English
- GCE O LEVEL : Minimum 3 credits and at least a pass in English
- OTHER QUALIFICATIONS : Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

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

PROGRAMME CONTENTS

YEAR 1

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

YEAR 2

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

CAREER OPPORTUNITIES

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

DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT

R3/811/4/0009(A7196)08/26

The programme offers comprehensive training for those who seek to pursue a profession in the service and leisure industry including hotels & resorts, food & beverage management, entertainment & recreation, and travel & tourism management.

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

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

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

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

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with knowledge and practical skills in hospitality and tourism management.
- Equip students with the ability to use digital information and numerical processes to perform tasks related to the hospitality and tourism industry.
- Equip students with communication, teamwork, leadership, entrepreneurial, social and professional skills.
- Produce graduates with skills to undertake lifelong learning.

DURATION

2 Years

INTAKES

January, May, October

ENTRY REQUIREMENTS

- SPM : Minimum 3 credits and pass in English OR Sijil Kemahiran Malaysia (SKM) Level 3 with SPM 1 credit
- UEC : Minimum 3Bs and at least a pass in English
- GCE O-Level : Minimum 3 credits and at least pass in English
- OTHER QUALIFICATIONS : Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

CAREER OPPORTUNITIES

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

PROGRAMME CONTENTS

YEAR 1

- Introduction to Hospitality
- English for Hospitality and Tourism
- Accommodation Operations: Housekeeping Management
- Foundation of Tourism
- Tourism and Hospitality Economics
- Management Principles
- Food Studies
- Front Office Operations and Management 1
- Principles of Marketing
- Travel and Tour Agency Management
- Tourism Geography
- Communicating Using IT
- Human Resource Management

YEAR 2

- Hospitality Law
- Kitchen Management
- Food and Beverage Management
- Tourism Planning and Management
- Financial Management 1: Accounting Principles: Food and Beverage Cost Control
- Marketing for Hospitality and Tourism
- Front Office Operations and Management 2
- Tourism and Its Environment
- Financial Management 2: Management Accounting and Cost Accounting
- Events Management
- Work Placement

EDUCATION PATHWAYS

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

DIPLOMA IN MASS COMMUNICATION

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

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

THE PROGRAMME OBJECTIVES ARE TO:

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

DURATION

2 Years

INTAKES

January, May, October

ENTRY REQUIREMENTS

- SPM : Minimum 3 credits (including English)
- UEC : Minimum 3Bs (including English)
- GCE O-Level : Minimum 3 credits (including English)
- OTHER QUALIFICATIONS : Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

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

CAREER OPPORTUNITIES

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

PROGRAMME CONTENTS

YEAR 1

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

YEAR 2

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

BA (HONS) BUSINESS MANAGEMENT

R/340/6/0633(MQA/FA6544)12/25

This programme equips students with a broad spectrum of knowledge in business management, marketing and accounting and finance.

It exposes students to globalisation and sustainability issues, workforce diversity management, supply chain management, human resource management, risk management and enterprise management.

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

THE PROGRAMME OBJECTIVES ARE TO:

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

DURATION

3 Years

INTAKES

February, June, September

ENTRY REQUIREMENTS

- STPM : Minimum 2Cs (pass in English & Mathematics in SPM)
- UEC : Minimum 5Bs (including English)
- GCE A-LEVEL : Minimum 2Es
- FOUNDATION / MATRICULATION : Pass with minimum CGPA 2.0
- Diploma : Pass with minimum CGPA 2.0
- OTHER QUALIFICATIONS : Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

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

CAREER OPPORTUNITIES

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

PROGRAMME CONTENTS

YEAR 1

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

YEAR 2

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

YEAR 3

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

BA (HONS) MARKETING

R/342/6/0169(MQA/FA6543)12/25

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

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

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

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

THE PROGRAMME OBJECTIVES ARE TO:

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

DURATION

3 Years

INTAKES

February, June, September

ENTRY REQUIREMENTS

- STPM : Minimum 2Cs, (pass in English and Mathematics in SPM)
- UEC : Minimum 5Bs (including Mathematics and English)
- GCE A-LEVEL : Minimum 2Es
- FOUNDATION / MATRICULATION : Pass with minimum CGPA 2.0
- Diploma : Pass with minimum CGPA 2.0
- OTHER QUALIFICATIONS : Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

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

CAREER OPPORTUNITIES

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

PROGRAMME CONTENTS

YEAR 1

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

YEAR 2

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

YEAR 3

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

BSc (HONS) ACCOUNTING AND FINANCE

R/344/6/0432(MQA/FA6542)12/25

This programme equips students with up-to-date knowledge and skills in accounting, auditing, taxation and finance, which meets industry and professional standards.

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

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

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

Chartered Institute of Marketing (CIMA, UK) grants our students a discounted membership fee for CIM Affiliate application.

THE PROGRAMME OBJECTIVES ARE TO:

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

DURATION

3 Years 6 Months

INTAKES

February, June, September

ENTRY REQUIREMENTS

- STPM : Minimum 2C+s, in Mathematics, (pass in English in SPM)
- UEC : Minimum 5Bs (including Mathematics and English)
- GCE A-LEVEL : Minimum 2Es
- FOUNDATION / MATRICULATION : Pass with minimum CGPA 2.5, credit in Mathematics (pass in English in SPM) or its equivalent
- Diploma : Pass with minimum CGPA 2.5, credit in Mathematics and pass in English in SPM
- OTHER QUALIFICATIONS : Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

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

PROGRAMME CONTENTS

YEAR 1

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

YEAR 2

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

YEAR 3

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

CAREER OPPORTUNITIES

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

BBA (HONOURS) HOSPITALITY MANAGEMENT

R/811/6/0346(MQA/FA8416)07/27

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

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

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

THE PROGRAMME OBJECTIVES ARE TO:

- Equip students with hospitality management knowledge and skills for today's dynamic and challenging hospitality and tourism industry.
- Equip students with skills in event & recreation management, hotel & resort management, tourism planning, cross-cultural management, and marketing.
- Equip students with communication, teamwork, leadership, entrepreneurial, social and problem-solving skills.
- Produce graduates who can work globally and engage in research and life-long learning.

DURATION

3 Years

INTAKES

February, June, September

ENTRY REQUIREMENTS

- STPM : Minimum 2Cs and pass in English & Mathematics in SPM
- UEC : Minimum 5Bs (including Mathematics and English)
- GCE A-LEVEL : Minimum 2Es
- FOUNDATION / MATRICULATION : Pass with minimum CGPA 2.0
- Diploma : Pass with minimum CGPA 2.0
- OTHER QUALIFICATIONS : Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

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

CAREER OPPORTUNITIES

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

PROGRAMME CONTENTS

YEAR 1

- Principles of Management
- Principles of Marketing
- Professional and Academic Development 1
- Introduction to Finance
- Introduction to Hospitality Industry
- Economics
- Business Law
- Professional and Academic Development 2
- Business Communication
- Tourist Behaviour

YEAR 2

- Management Accounting
- Operations and Project Management
- Research Method
- Tour Planning and Operation
- Housekeeping Operations
- Food and Beverage Service Management
- Human Resource Management
- Organisational Behaviour
- Tourism Planning and Impacts
- Front Office Management
- Catering Management
- Tourism and Recreation Management

YEAR 3

- Ethics in Business
- Tourism and Hospitality Entrepreneurship
- Global Cross-Cultural Management
- Contemporary Issues In Tourism
 - Events Management I
 - International Tourism and Hospitality Marketing Planning
- Strategic Management in Hospitality Industry
- Hospitality Project
- Essentials of Services Operations
- Hospitality Service Quality Management
 - Sustainable Tourism
 - Tourism and Hospitality Facilities Management
- Industrial Work Experience

BA (HONOURS) MASS COMMUNICATION

R/321/6/0206(MQA/FA8408)09/26

This programme equips students with the relevant skills and in-depth knowledge required to keep up with the ever-changing demands of the media and communications industry.

The programme covers a wide scope of media fundamentals, including public relations and communication, media planning and management as well as practical skills necessary to become an effective communicator.

THE PROGRAMME OBJECTIVES ARE TO:

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

DURATION

3 Years

INTAKES

February, June, September

ENTRY REQUIREMENTS

- STPM : Minimum 2Cs and 5 credits in SPM (including English)
- UEC : Minimum 5Bs (including English)
- GCE A-LEVEL : Minimum 2Es
- FOUNDATION / MATRICULATION : Pass with minimum CGPA 2.0
- Diploma : Pass with minimum CGPA 2.0 in Diploma in Mass Communication / Diploma in Business Administration or its equivalent
- OTHER QUALIFICATIONS : Equivalent qualifications which are recognized by the Malaysian Qualifications Agency (MQA)

EDUCATION PATHWAYS

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

CAREER OPPORTUNITIES

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

PROGRAMME CONTENTS

YEAR 1

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

YEAR 2

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

YEAR 3

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

MASTER OF BUSINESS ADMINISTRATION

R/340/7/0598(MQA/FA6199)08/27

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

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

THE PROGRAMME OBJECTIVES ARE TO:

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

DURATION

Full time: 1 Year

Part time: 2 Years

INTAKES

January, May, September

ENTRY REQUIREMENTS

- A bachelor's degree with a minimum CGPA of 2.50 or equivalent OR
- A bachelor's degree with CGPA less than 2.50 and a minimum of 5 years working experience
- English requirement for international students:
 - IELTS 6.5 or TOEFL PBT 496-546 / TOEFL IBT 79-93 or CAE 176 or CPE 180 or PTE 58
 - (Exemption is given for those who have previously studied at tertiary level with English as the medium of instruction)

CAREER OPPORTUNITIES

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

PROGRAMME CONTENTS

SEMESTER 1

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

SEMESTER 2

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

SEMESTER 3

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

MAJOR INDUSTRY & STUDENT PROJECTS



COOKING DEMO BY FIRST CITY UC STUDENTS AT 1 UTAMA SHOPPING MALL



DIN TAI FUNG - CAREER TALK



ALILA BANGSAR KUALA LUMPUR - CAREER TALK



FOOD CARNIVAL ORGANISED BY STUDENTS



MOCKTAIL & COCKTAIL SHOWCASE AT SEQUENCE SHOWCASE AT 1 UTAMA SHOPPING MALL



ESTREAM MSC SDN. BHD. - TRAINING IN SQL ACCOUNTING SOFTWARE FOR ACCOUNTING, FINANCE, MARKETING AND BUSINESS MANAGEMENT



HILTON KL - CAREER TALK



EVENT MANAGEMENT PROJECT - TOUR TO THE KABIN, SELANGOR



AJINOMOTO CULINARY TALK AT FIRST CITY UC'S CAFÉ DE ONE - THE UNIVERSAL TASTE OF UMAMI



EVENT MANAGEMENT PROJECT - TOUR TO TADOM HILL, BANTING

MAJOR INDUSTRY & STUDENT PROJECTS

MAJOR AWARDS



HOSPITALITY DAY



STUDENT VISIT TO INFLUASIA



STUDENT VISIT TO BISCUIT FILMS



STUDENT VISIT TO BFM 89.9



TRIP TO SUNGAI LEMBING, TIME CAPSULE RETREAT



"DISCONNECT TO CONNECT" EVENT



TRIP TO MELAKA



FIRST CITY UC TEAM - 3RD PLACING

BSc (Hons) Accounting & Finance

- EDMOND YAP
- RYAN CHIN
- ONG ZHI EE

BA (Hons) Marketing

- ALAA ADIL AHMED ELBAZ

CFA Society Singapore University Ethics Challenge 2019



FIRST CITY UC TEAM - CO-NATIONAL CHAMPION

BSc (Hons) Accounting & Finance

- EDMOND YAP
- RYAN CHIN
- ONG ZHI EE

BA (Hons) Marketing

- ALAA ADIL AHMED ELBAZ

CFA Society Malaysia Ethics Challenge 2019



TIANG KAR XIAN
Diploma In Hospitality & Tourism Management

2ND RUNNER-UP

Hilton Culinary Cup 2018

SUCCESSFUL GRADUATES & ENTREPRENEURS



LIM CAROL

Business Analyst, Taiko Marketing Sdn Bhd

BA (Hons) Marketing (Year 2018)

First City University College has equipped me with the essential tools and opportunities necessary to achieve what I have today. The lecturers in FCUC have often been a huge source of guidance and inspiration, and the friends that I have made have been my pillar of support throughout my 3-year journey in the University College.



LIM BOON SOON

Digital Marketing Executive, InfoConnect Sdn. Bhd.

Diploma in Hospitality and Tourism Management (Year 2019)

Despite only lasting for two years, the programme played a huge role in my upbringing. By learning about the different sectors of the Hospitality and Tourism industry, I, along with my coursemates, managed to develop skills in Housekeeping, Tourism Planning, F&B Management, Kitchen Management and even Event Planning.



SANJAY MADHAV

Writer, WapCar.my

BA (Hons) in Mass Communication (2019)

Capable yet friendly lecturers, a good mix of people to make friends with, and complete amenities: these three factors were why I decided to pursue my BA (Hons) in Mass Communication here. It's a place where creativity and communication thrive, and what I learned here translated well to the working world.

While FIRST CITY UNIVERSITY COLLEGE has made every effort to ensure that information presented in this brochure is as accurate as possible at time of printing, it does not accept liability for any error or omission. FIRST CITY UNIVERSITY COLLEGE reserves the right not to conduct a programme/course/option/subject.

03/23

LAI SU KIE
Recipient of Excellence
Student Awards

BSc (Hons) Accounting & Finance (Year 2016)



MA YI JIN
Director (Owner),
Sunray Marketing,
Malaysia

Diploma in Business Administration (Year 2017)



TAN MEI CHI
Assistant Fraud &
Risk Specialist,
Hospitality Account,
TDCX Malaysia

Diploma in Hospitality and Tourism Management (Year 2019)



**EMERALD
TAN SUE JANE**
Front Office Assistant,
Hilton Petaling Jaya

Diploma in Hospitality and Tourism Management (Year 2017)



**ALICE
KOH LAI ZHEN**
Executive, MM2
Entertainment Sdn. Bhd.

BA (Hons) in Mass Communication (Year 2019)



**LOKE ZHAO YAO
(JACKSON)**
Senior Project Executive -
Event, SQUARE ROOTS
SDN. BHD.

Diploma in Mass Communication (Year 2013)



**RAMINDU
AMERSEKERE**
Senior Merchandiser,
MAS Active Pvt. Ltd, Sri Lanka

Diploma in Business Administration (Year 2016)



**CHAK TSE JUINN
(DERRICK)**
Guest Service Assistant in
Front Office Department,
One World Hotel

Diploma in Hospitality and Tourism Management (Year 2016)





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Enquiry: +852 61104813 (Whatsapp/Wechat)

LKL INTERNATIONAL CONSULTING COMPANY (HONG KONG) LIMITED

樂意仕國際移民升學顧問(香港)有限公司

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Quality Education
1 Ideal Location

FIRST CITY UNIVERSITY COLLEGE DKU031(B)

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