



FIRST CITY
UNIVERSITY
COLLEGE
WAY AHEAD

FACULTY OF BUSINESS, HOSPITALITY & COMMUNICATION

Accounting & Finance
Business Administration
Business Management
Marketing





ABOUT FIRST CITY UNIVERSITY COLLEGE

First City University College has an excellent track record of producing highly employable graduates, entrepreneurs and award-winners. First City UC offers external recognition with its collaborative international partners, in addition to its own Honours Degree, Diploma and Foundation programmes.

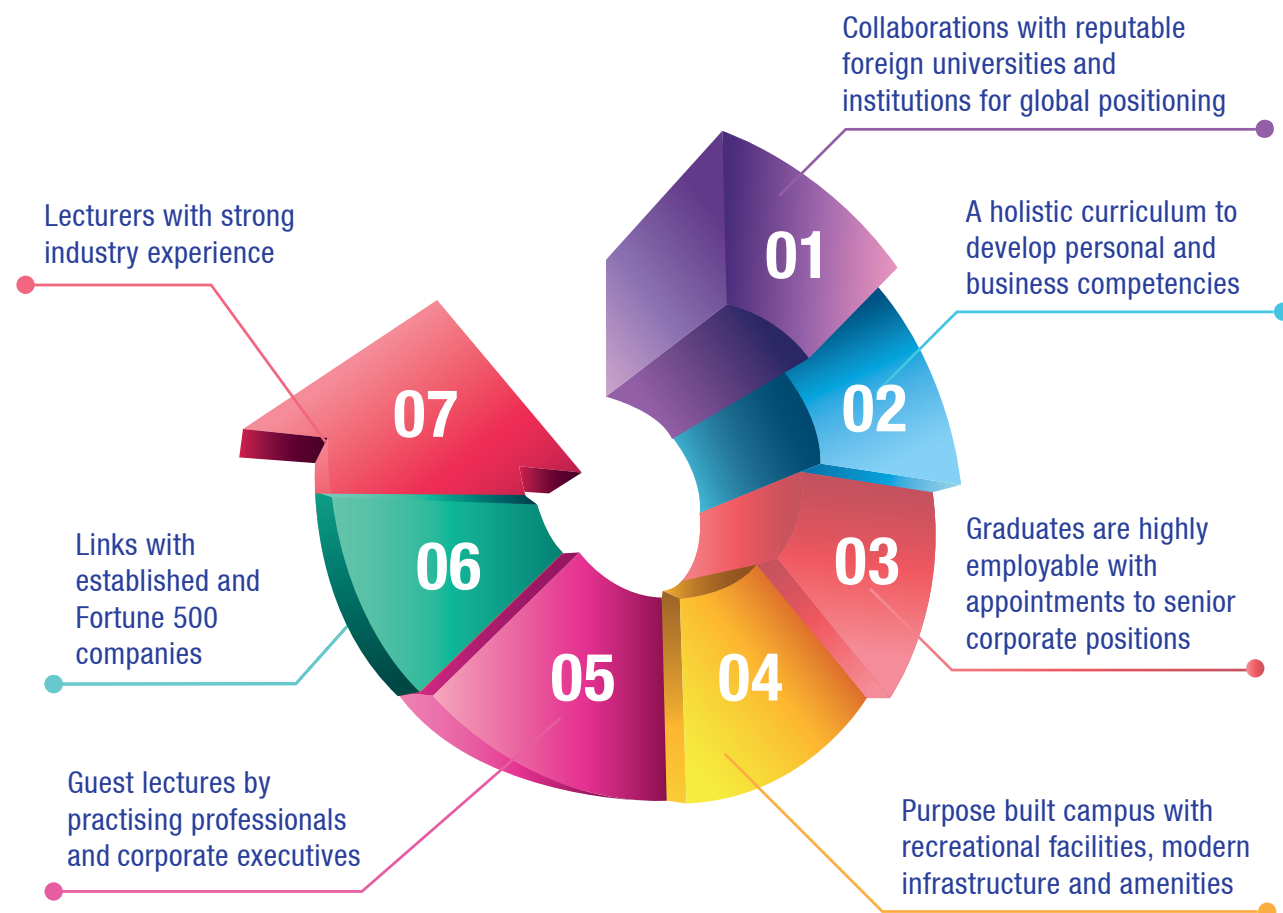
In view of its expanding student population and in-line with its aspiration to provide the best teaching and learning experience within a conducive campus, First City UC added a new Student Affairs and Services Centre, lecture and seminar rooms, laboratories, studios and workshops, a spacious IT Centre and library, Centre for Postgraduate Studies, two indoor sports halls, a dance studio, a food court and 500 covered carparks in its recently completed new building under Phase 2 of its campus expansion programme. To address students' need for accommodation, First City UC added a new 514 bed on-campus air-conditioned hostel with en-suite bathroom.

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

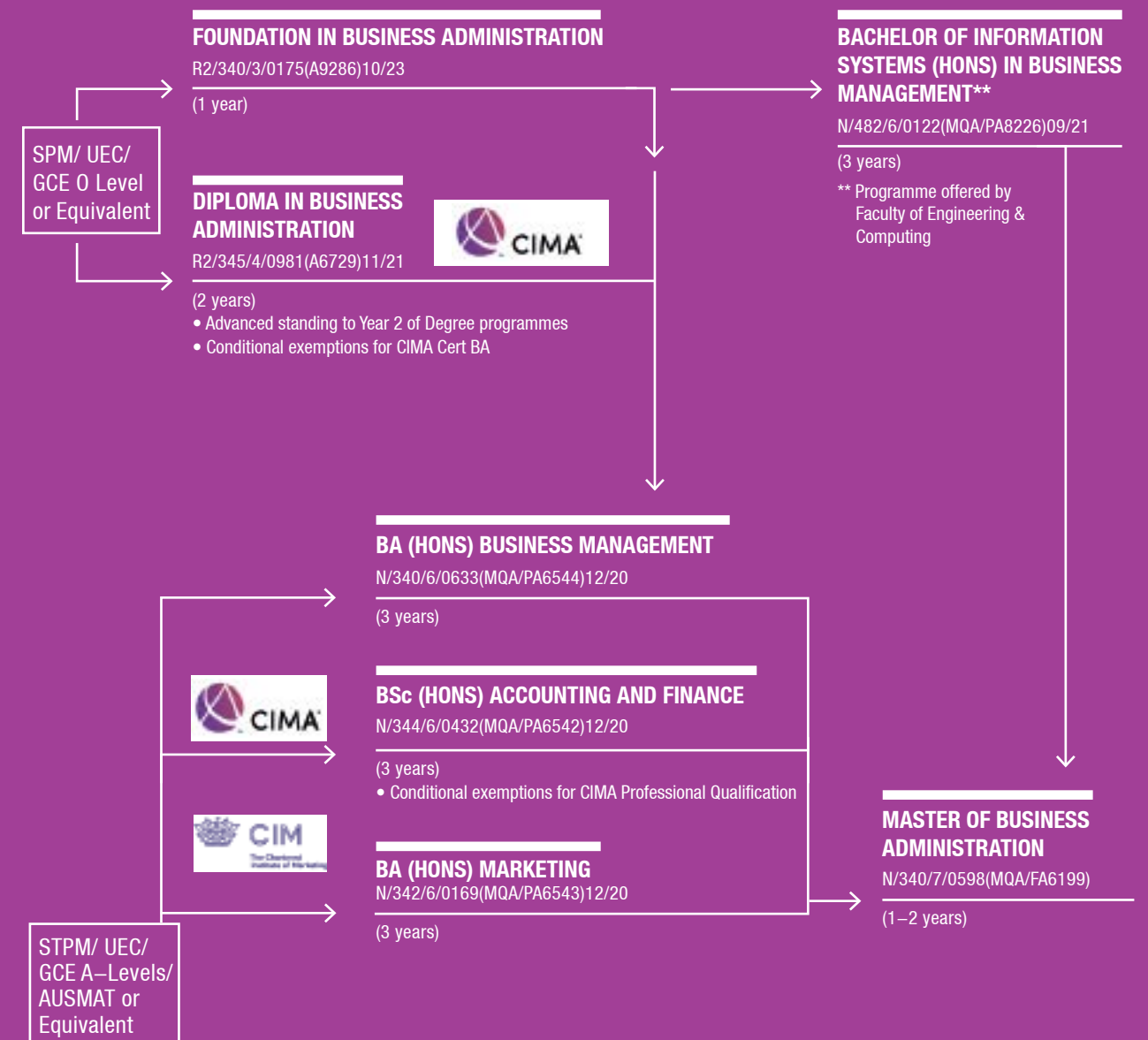
- Approved by the Malaysian Qualifications Agency (MQA) and relevant professional bodies such as the Board of Engineers Malaysia (BEM).
- Relevant to the needs of industry, as they are specially crafted to enhance the employability of graduates.
- Delivered by a qualified team of dedicated lecturers who are equipped with a range of teaching and industry experience



WHY STUDY BUSINESS PROGRAMMES AT FIRST CITY UC?



PROGRAMME PATHWAYS



FOUNDATION IN BUSINESS ADMINISTRATION

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

The Foundation in Business Administration programme serves as a pre-university degree route. It introduces students to the world of business.

DURATION

1 year (3 Semesters)

INTAKES

January, April and July

ENTRY REQUIREMENTS

SPM: Minimum 5 credits (including English)

UEC: Minimum 4Bs (including English)

GCE O LEVEL: Minimum 5 credits (including English)

Other equivalent qualifications which are recognized by the Malaysian government

LEARNING OUTCOME

The programme encourages students to participate in problem-solving activities in order to develop their creative, intellectual and critical awareness. Students will be able to foster and develop ability to observe, select and interpret visual forms in a man-made or natural environment.

SEMESTER 1 MODULE CONTENT

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

SEMESTER 2 MODULE CONTENT

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

SEMESTER 3 MODULE CONTENT

- 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.

Note : First City UC reserves the right to change the modules offered in the semesters.



DIPLOMA IN BUSINESS ADMINISTRATION

R2/345/4/0981(A6729)11/21

This diploma programme provides comprehensive knowledge and insight into the field of business. Upon completion, graduates will have a holistic perspective of the business world and will be well prepared for roles in the corporate sector or as entrepreneurs.

First City UC collaborates with CIMA to provide students of this programme the opportunity to study at the same time for the CIMA Certificate in Business Accounting (CIMA Cert BA) via conditional subject exemption. Of the four modules required to complete and obtain the CIMA Cert BA, three modules are exempted for First City UC students which means our students only need to study and pass one module to receive the certificate. This certificate offers a route into the CIMA Professional Qualification. Upon successful completion of the CIMA Professional Qualification, graduates are entitled to become Chartered Global Management Accountants (CGMA).

Students can apply to be CIM (Student) Affiliate at discounted membership fee.

Partners:



DURATION

2 Years (6 Semesters)

INTAKES

January, April, May and 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 equivalent qualifications which are recognized by the Malaysian government

MPU COMPULSORY SUBJECTS

All Malaysian and International students are required to take 4 MPU compulsory subjects.

CAREER OPPORTUNITY

• Communications • Finance • Operations & Human Resource Management

SEMESTER 1 MODULE CONTENT

- English
- Introduction to Microeconomics
- Information Technology in Business
- Financial Accounting 1
- Organisation Theory and Behaviour

SEMESTER 3 MODULE CONTENT

- English-Reading & Writing for Academic Purposes
- Statistics for Business
- International Business

SEMESTER 5 MODULE CONTENT

- Investment Analysis
- Human Resource Management
- Business Ethics
- Introduction to Law
- E-Commerce
- Entrepreneurship

SEMESTER 2 MODULE CONTENT

- Business English for Communication
- Introduction to Macroeconomics
- Business Mathematics
- Financial Accounting 2
- Introduction to Information Technology

SEMESTER 4 MODULE CONTENT

- Public Speaking
- Cost Accounting
- Financial Accounting 3
- Introduction to Marketing
- Principles of Management

SEMESTER 6 MODULE CONTENT

- Business Communication
- Management Accounting
- Fundamentals of Finance



BA (HONS) BUSINESS MANAGEMENT

N/340/6/0633(MQA/PA6544)12/20

This honours degree programme provides students with a broad spectrum of knowledge in business management, marketing, as well as accounting and finance. The curriculum delivers a sound understanding of contemporary issues such as globalisation and sustainability.

Students can apply to be CIM (Student) Affiliate at discounted membership fee.

Partner:



DURATION

3 years (6 Semesters)

INTAKES

January & 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 equivalent qualifications which are recognized by the Malaysian government

MPU COMPULSORY SUBJECTS

All Malaysian and International students are required to take 5 MPU compulsory subjects

CAREER OPPORTUNITY

• Finance • Marketing • Business Management

SEMESTER 1 MODULE CONTENT

- Economics
- Principles of Accounting
- Business Mathematics
- Business English
- Business Statistics

SEMESTER 2 MODULE CONTENT

- Principles of Management
- Financial Accounting 1
- Principles of Finance
- Principles of Marketing
- Business Law

SEMESTER 3 MODULE CONTENT

- Entrepreneurship and Enterprise Management
- Management Information System
- Managing People and Organisation
- Business Project Management
- International Business

SEMESTER 4 MODULE CONTENT

- Business Research Methods
- Corporate Finance
- Taxation 1
- Management Accounting
- Social Media Marketing

SEMESTER 5 MODULE CONTENT

- 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

SEMESTER 6 MODULE CONTENT

- Undergraduate Project
- Global Cross-Cultural Management
- Ethics in Business
- Organisational Development Management

Elective (select ONE)
- Company Law
- Marketing Communications

- Industrial Training

Note : First City UC reserves the right to change the modules offered in the semesters.



BSC (HONS) ACCOUNTING & FINANCE

N/344/6/0432(MQA/PA6542)12/20

The honours degree programme provides students with technical abilities and knowledge specific to finance and accounting. Upon completion of the course, students will be able to demonstrate skills in preparing financial statements, performing financial analysis and delivering financial projections.

Students of this degree programme who wish to obtain the CIMA Professional Qualification have the following advantages:

- Students will be exempted from 7 subjects out of 16 for the CIMA Professional Qualification.
- Year 2 students can concurrently sit for 1 CIMA exam only to obtain the CIMA Diploma in Management Accounting (CIMA Dip MA). First City UC will conduct lectures for this without any extra charge.
- With our degree and the CIMA Dip MA, students need to sit for 8 CIMA exams only to obtain the CIMA Professional Qualification which accords the recognition as a Chartered Global Management Accountant (CGMA).

Students can apply to be CIM (Student) Affiliate at discounted membership fee.

DURATION

3 years (6 Semesters)

INTAKES

January and September

ENTRY REQUIREMENTS

STPM: Minimum 2C+s, credit in Mathematics (pass 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 or its equivalent

Other equivalent qualifications which are recognized by the Malaysian government

MPU COMPULSORY SUBJECTS

All Malaysian and International students are required to take 5 MPU compulsory subjects.

CAREER OPPORTUNITY

• Public Accounts • Commerce • Banking • Finance

Partners:



SEMESTER 1 MODULE CONTENT

- Economics
- Principles of Accounting
- Business Mathematics
- Business English
- Business Statistics

SEMESTER 3 MODULE CONTENT

- Entrepreneurship and Enterprise Management
- Management Information Systems
- Managing People and Organisation
- Financial Management
- Financial Accounting 2
- Investment

SEMESTER 5 MODULE CONTENT

- Strategic Management
- Auditing
- Elective 1 (select ONE)
 - Capital Markets & Malaysian Securities Law
 - Corporate Secretaryship
- Elective 2 (select ONE)
 - Taxation 2
 - Islamic Finance

SEMESTER 2 MODULE CONTENT

- Principles of Management
- Financial Accounting 1
- Principles of Finance
- Principles of Marketing
- Business Law

SEMESTER 4 MODULE CONTENT

- Business Research Methods
- Corporate Finance
- Taxation 1
- Management Accounting
- Financial Reporting
- Company Law

SEMESTER 6 MODULE CONTENT

- Undergraduate Project
- Global Cross-Cultural Management
- Ethics in Business
- Advanced Financial Reporting

SEMESTER 7 MODULE CONTENT

- Industrial Training

Note : First City UC reserves the right to change the modules offered in the semesters.



BA (HONS) MARKETING

N/342/6/0169(MQA/PA6543)12/20

This honours degree programme provides the requisite knowledge, skills and competencies in marketing theories, perspectives and applications in a globalised world. Graduates will be able to formulate marketing strategies and manage customer relations in a challenging and socially networked environment.

Students can apply to be CIM (Student) Affiliate at discounted membership fee.

DURATION

3 years (6 Semesters)

INTAKES

January & 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 equivalent qualifications which are recognized by the Malaysian government

MPU COMPULSORY SUBJECTS

All Malaysian and International students are required to take 5 MPU compulsory subjects

CAREER OPPORTUNITY

• Advertising • Media Relations & Publicity • Marketing

Partner:



SEMESTER 1 MODULE CONTENT

- Economics
- Principles of Accounting
- Business Mathematics
- Business English
- Business Statistics

SEMESTER 3 MODULE CONTENT

- Entrepreneurship and Enterprise Management
- Management Information System
- Business Project Management
- International Business
- Marketing Management

SEMESTER 5 MODULE CONTENT

- 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

SEMESTER 2 MODULE CONTENT

- Principles of Management
- Financial Accounting 1
- Principles of Finance
- Principles of Marketing
- Business Law

SEMESTER 4 MODULE CONTENT

- Business Research Methods
- Social Media Marketing
- Customer Relationship Management
- Marketing Communications
- Service Management

SEMESTER 6 MODULE CONTENT

- Undergraduate Project
- Global Cross-Cultural Management
- Ethics in Business
- Retail Management

Elective (select ONE)

- Risk Management
- Organisational Development Management

- Industrial Training

Note : First City UC reserves the right to change the modules offered in the semesters.





INDUSTRY PARTNERS / EMPLOYERS

First City UC has an excellent track record on graduate employability. Our graduates are employed across all sectors in various positions and have served in these organisations:

- AIA Life Insurance CIMB Bank
- BDO Consulting
- CIMB Bank
- Great Eastern Life Assurance
- KPMG Tax Services Sdn. Bhd.
- KidZania Kuala Lumpur
- Malaysian Institute of Management
- OCBC Bank
- Public Bank
- Reckitt Benckiser Group
- TESCO
- United Overseas Bank (UOB)
- Grand Pine Capital Sdn Bhd
- Hong Kong and Shanghai Banking Corporation (HSBC)
- MSD (Merch Sharp & Dohme)
- Fonfood Industries Sdn Bhd

SUCCESSFUL GRADUATES



LIU BO - *Statutory Compliance Manager*

BA (Hons) Business Administration

I love the environment in First City UC. It is centrally located and very convenient. After class, I like to study in the library and relax at the green playground. The college staff are very friendly and helpful. The lecturers often use real-life examples in the class which has taken my learning beyond theory. I have also learnt to apply my knowledge to coursework carried out in various forms, e.g. working in teams, conducting research, giving presentations, etc. I have also made many good friends, some have become very close to me. This is a positive place to further my education and the experience has broadened my horizon.



CHRISTINE, CHEN XIAO LING - *Regional Head of Payroll Governance*

BA (Hons) Business Administration

I chose to study at First City UC as it has a very conducive environment that provides students with a very comfortable feeling. The course is well planned and the lecturers are experienced. I strongly recommend First City UC to students because you hardly can find an environment that offers you a "university feeling" in the city. You can enjoy sports after study or continue reading a book in the campus to suit your preference for action or reflection.. Also, the quality of the lectures is always up to expectation.



CHEN JIANSHI - *Head of Research & Chief Coach, Grandpine Capital Sdn Bhd.*

BA (Hons) Business Administration

I was especially attracted to the programme offered by KBU as the university college was known then, as it offered me a pathway to complete my final year in the UK. I enjoyed the friendly environment at the campus and the lecturers who were very attentive and responsible in ensuring that the students succeed in their studies.



LAI SU KIE - *Recipient of Excellence Student Awards*

BSc (Hons) Accounting & Finance

The academic experience and the overall student experience have benefited my personal development hugely. First City UC has already excelled in providing a professional and engaging learning environment, with enthusiastic lecturers who are actively involved in the industry in which they teach. I can reflect that First City UC has provided me with the opportunity to explore an array of different possibilities for my future. In addition, I am sincerely honoured to have been selected as the recipient of 100% First City UC Full Merit Scholarship.

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

OUR PARTNERS

Chartered Institute of Management Accountants (CIMA)

www.cimaglobal.com

- 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.

The Chartered Institute of Marketing (CIM)

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.



THE PURSUIT OF EXCELLENCE NEVER ENDS



“ Quality education. **1** Ideal Location.”

FIRST CITY UNIVERSITY COLLEGE

DKU031(B)



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A company of



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