# CITY UNIVERSITY
## MALAYSIA

# VOLUME 2

# INNOVATION

**foabe protege**



> "
> ## be you
> Don't be afraid to think outside of the box,
> Don't be afraid to fail big,
> Don't be afraid to dream big,
> But remember dreams without goals are just dreams
> "

Possessing a great ability and skills in designing and able to communicate effectively as interpersonal skills will give you the competitive edge in the job market. In addition to that, possessing imaginative mind, the ability to cope with challenges, detailed oriented and being competitive are some of the values we instill within our students. Ms. Sharifah, an alumna from class of 2019 Bachelor of Interior Design (Hons) program is the very epitome of our Faculty by-product. The competitiveness within her made her an award-winning student as she received the title of Industry Excellence Award Students during Graduation Day. Currently, she made her career as an Assistant Lecturer in City University in the Department of Interior Design and in process of pursuing her master degree.

# CITY UNIVERSITY MALAYSIA

# VOLUME

## WHY STUDY ACCA

### INNOVATION

Inspiration  Creativity  Analysis  Technology  Development  Teamwork  Success
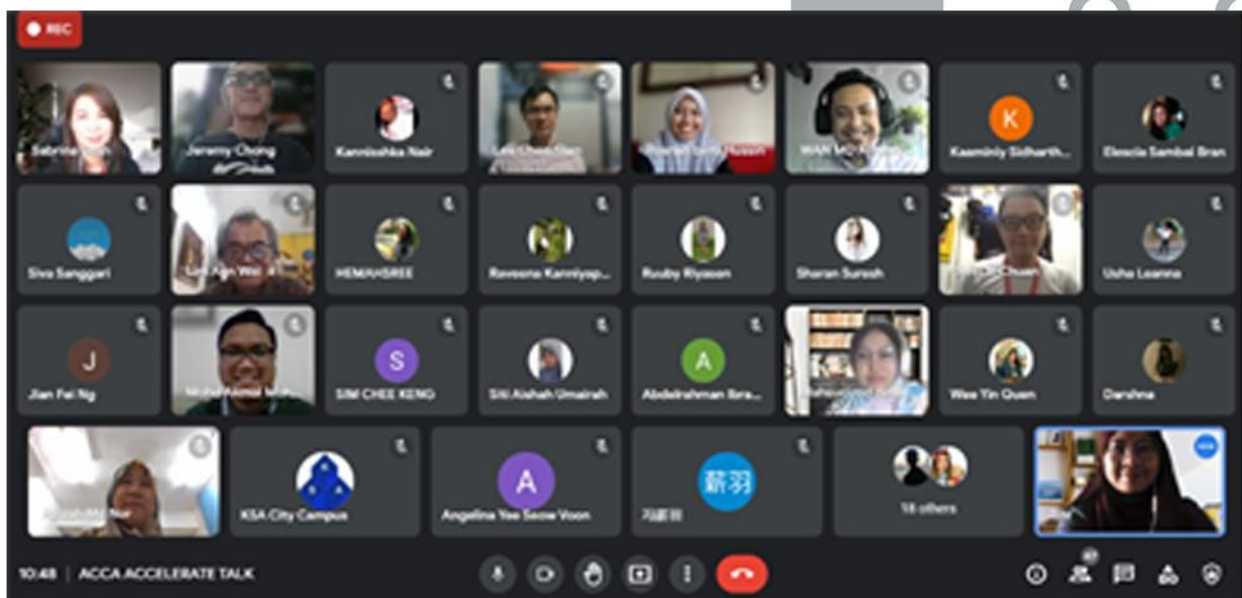
On 18 June 2021, the Faculty of Business and Management (FOBM) invited Miss Sabrina from ACCA Global to give a talk on the ACCA and ACCA Accelerate programmes. The one-hour event was conducted on Google Meet and 50 FOBM students attended the talk.

At City University, students majoring in the accounting programme (BACC & BOSAF) will receive exemptions for 9 ACCA papers, out of a total of 13 papers. Students only need to sit for 4 papers. This provides students with a great opportunity to continue their studies to earn a professional certificate. Students also have the opportunity to continue their studies in the ACCA accelerate programme. The ACCA accelerate programme allows students to start their study in ACCA during their final year semester. In addition, they will save more than to 50% of the total fees.

One of the best quotes mentions during this event is "When you study with ACCA, you can take your career in any direction. You open doors to the best and most interesting roles all over the world. And you become one of the sought-after finance professionals our fast-changing world needs."

Once you already earn your ACCA professional certificate, you can work anywhere in the world. This is because ACCA have a worldwide reputation for excellence and rigorous qualification, recognised and respected throughout the globe. Why do you need study in ACCA? Another advantage is employers around the world seek out ACCA-trained professionals, and they recognise that those with ACCA qualifications have the strategic thinking, technical skills, and professional values needed to drive their organisations forward.

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The quality of university lecturers is not only measured by the number of doctoral degrees awarded or the evaluation by the corresponding institutions of the lecturers. What University students need the most is inspiration.

Students deserve lecturers that not only understand, but embody the subjects they teach. Students need lecturers who can make general education necessary and professors with an obvious passion for their research and subject. Students need to think outside the box while lecturers encourage them to do so. Universities and their students need innovation. To compile this list, we not only looked at dozens of university directories with hundreds of courses. We also focused on the courses offered on topics that were not taught before, as well as courses on topics that are now offered in a new, creative and effective way. Educational innovation encourages students and lecturers to explore, research, and use all available tools to discover new things. Innovation means different ways of looking at and solving problems. It can also improve education because it forces students to use higher-level thinking to solve complex problems. How do we move with innovation?

## Pay attention to the triple threat of graduates.

Perhaps the biggest criticism of higher education is that its graduates are not ready for the workplace. At a time when the discussion is more serious than ever, universities that formulate (and provide) graduate preparation value skills will stand out among prospective students and employers that hire them. Triple threat graduates have internships, long-term projects, and industry-recognized qualifications and degrees.

## Develop online education with brand value.

Online learning is no longer a privilege. It is not only applicable to some online graduate courses for working adults, and should not be regarded as a temporary emergency plan. Any facility strategies required should maintain relevance, income diversification, and growth. Therefore, the quality of online education provided by City University meets the International brand level by providing world-class online courses.

## Start the training and skills program.

Formulated structures to support lifelong students and graduates for training and skills programmes.

## Regard extracurricular education as one of the fastest opportunities for income growth and mission-oriented expansion.

Market signals (such as those from Google, Amazon, and many other employers) indicate that recruitment will increasingly focus on skills rather than positions. Universities have two options; to become an important educational partner for employers who do not have a college degree or let others step in.

### *Foundation programmes*

1. Foundation in Arts

2. Foundation in Business

3. Foundation in Information Technology

4. Foundation in Sciences

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## HEAR ME: ASSISTIVE TECHNOLOGY FOR THE DEAF AND HEARING IMPAIRED

**Prof. Datuk Dr. Yasmin Hussain**

**Prof. Ts. Dr. Md. Mustafizur Rahman**

**Dr. Xiaojie Hu**
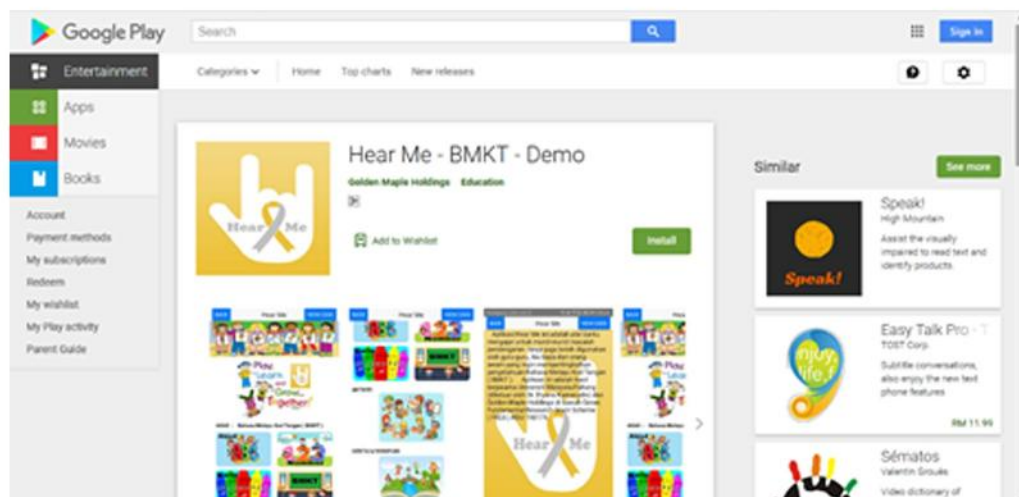
**Dr. Diyana Kamarudin**

**Mr. Elmokri Razman**

There are currently 92755 students with special needs in school (Ministry of Education, 2020). Hearing loss is one of the issues within special education. This disability is one of the factors that contributes to the difficulty in learning in school, which causes these students to be left behind. Understanding hand signals is extremely important as this is the main way of communication in the classroom. There is also a lack of resources of children with special needs especially distance learning programs when a lot of students had to be homeschooled due to COVID 19. In order to receive the Sijil Pelajaran Malaysia (SPM), students must achieve a passing grade on the BM paper. As a result, deaf children in Malaysia do not perform as well because they do not fully understand the use of nouns and pronouns found in Bahasa Melayu Kod Tangan compared to BIM (the informal hand sign code), where there are no noun or pronouns.

Hear Me was a joint project of 3 institutions and 1 industry which are University Malaysia Pahang, City University Malaysia, Shenyang Ligong University, and Golden Maple Holdings Sdn. Bhd. Dr. Diyana Kamarudin was the inventor of this application, along with Prof. Datuk Dr. Yasmin Hussain, Dr. Xiaojie Hu, Prof. Ts. Dr. Md. Mustafizur Rahman as co-inventors. Mr. Elmokri Razman was the developer of the mobile application along with interface designer.

Hear Me is an application that could be downloaded from the Play Store. It is a distance learning tool that helps learners (hearing impaired students/ parents/ teachers/ general public) to learn Bahasa Melayu Kod Tangan through a variety of features. It also uses artificial intelligence with a camera feature where the user can take a picture of something, and the software would recognize the picture and bring out the correct hand sign code. The application is also easy to navigate where they are sorted by categories, and integrated the camera with an A.

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## HEAR ME: ASSISTIVE TECHNOLOGY FOR THE DEAF AND HEARING IMPAIRED

Hear Me is unique because there is currently no other application that uses pure Bahasa Melayu Kod Tangan either in the App Store or in the Play Store. This is the only application that uses these features. The researchers also involved the Ministry of Education as well as special education teachers in compiling the information as well as the materials, so that it is relevant to the students, and would be useful for to all. Teachers have a hard time managing students in the classroom when they have a very limited understanding of the BMKT hand sign code. This program is also fun for students to use on their own as a distance learning tool.

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# VOLUME
## TOWARDS AN AVANT-GARDE, INNOVATION EDUCATION

## Faculty of Creative Industries

As the education evolution has taken a new route due to the Covid – 19 pandemics, innovation in education is the most needed right now and we should not let innovations forged in the era of Covid – 19 fall by the wayside.

We at the Faculty of Creative Industries have been driven to innovate faster than ever before and many of our solutions were developed in response to the pandemic, the techniques learned are critical to building a more equitable education platform.

Previously, just like almost all other higher education institutions, we developed a very methodological process on teaching and learning, but it wasn't going to cut it for the situation now. Hence, our faculty developed a new model to critically work with speed and flexibility, whereas as a team, we created an autonomous team that leaped to innovation in our teaching. Whereby we tested the flexibility and effectiveness of online teaching and learning strategies such as; radio lessons, webinar series, broadcast, and live streaming lectures, virtual fashion shows, digital creative lessons.

How did we start? We started by designing something that could reach the students and solve problems. The implementation impacted the students at a greater scale and also measured how this implementation holds up our teaching and learning system.

# VOLUME

"recycled"

## furniture of tomorrow

## NAD+I

**NARRATIVE OF ARCHITECTURE AND INTERIOR DESIGN INVENTION**

FOABE
FACULTY OF ARCHITECTURE & BUILT ENVIRONMENT
CITY UNIVERSITY MALAYSIA

The story of 'Mula' lighting series started in the Lighting Design class offered within the Diploma in Interior Design program. What started as student's **Final Project subsequently turned into an award-winning innovation products during The International Invention, Innovation and Technology Exhibition (ITEX) 2017 Exhibition.**

'Mula' is a brainchild of three bright diploma students named Alia, Farzana and Farissa. They were given a task to create a lighting design based on recyclable items by their module lecturer, Mr. Firdaus Tugiman. The name derived from Malay word that means 'begin'. It is an apt name as its waste origin were given a new breath of life and begin again as a practical item. 'Mula' comprises of three lightings created by different people, but contain a recurring theme; sustainability.

Miss Alia's 'Kaki Tiga' is a type of floor lamp. It is made of reclaimed metal rod welded together to make a tripod base. The lampshade is made of recycled cable ties foraged by Miss Alia's herself.

Miss Farzana used recycled table fan frames and yarns for her 'Suspension Yarn' light. The fan frames are the main elements that formed a beautiful pendant light silhouette, held by strings of yarn.

'So On', created by Miss Farissa is a table lamp. It is made of reclaimed metal base and recycled fishing reels looped together to create an interesting design. The name 'So On' is a playful term. Judging by the design of the lampshade made of translucent reels, one is reminded of a suhun, a type of cellophane noodles.

'Mula' was created because of the need to save the environment. It is aimed to reduce waste, and encourage people to go for recycled products rather than opt for new one. With the ongoing trends of 'industrial design', 'Mula' could become the go-to furniture of tomorrow.

# VOLUME

**8**



The 1st **International Architectural Education Exhibition & Conference**

organized by maps

**ENVISIONING NEW HORIZONS FOR ARCHITECTURAL EDUCATION**

education fair and exhibition hosting partner

**Virtual Educational Fair**

In conjunction with the IAEEC Webinar Conference on 26 to 27 October 2021, LAM will be hosting a Virtual Education Fair. This education fair will feature several interactive virtual booths where participating Malaysian, and International Universities and Colleges have the opportunity to promote their architecture and other educational programs, to share information with visitors. City University is the exhibition hosting partner for this first virtual exhibition event. Don't forget to marked your calendar !



**foabe protege**



SUSTAINABLE FUTURE

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## INNOVATIONS IN
## THE HOSPITALITY INDUSTRY

Innovation in the hotel industry is important because it has the capacity to transform the industry positively post pandemic.

Over the past few years, inventions in the hospitality industry have developed at a fast-moving pace. Although most service providers and hospitality-related services are doing their best to keep up with these rapid changes, new technology has helped the industry to grow.

The hospitality industry is transforming rapidly with the advent of technology. 2020 has seen one of the biggest challenges in history in the name of COVID-19 pandemic. Growth of the Hospitality and travel industry has been completely derailed due to this pandemic.

Technological innovation is set to play the most important role in ensuring the rebound of this industry. Artificial intelligence (AI) and Machine learning will play a key role and are set to take customer service experience to a new level in the hospitality industry in the coming years post pandemic era.

Personalization to an extent, not possible earlier, will become a reality. The hotel industry and other sectors of hospitality would use more Machine learning and AI to understand and serve customers better.
Some of the examples of how Artificial Intelligence is transforming the hospitality industry:

• AI robot adopted by Hilton is known as Connie. Connie is designed to learn and adapt to human beings so the more it interacts with people; the more effective it will be in the future.

• AI is helping immensely to help hoteliers in managing their brands through reviews, utilizing customer feedback for benchmarking, managing social channels in real-time, screening negative reviews and more.

• Artificial intelligence is a step forward from machine learning in terms of customer support through catboats.

•Check-in, check out, customer service experience is all set to improve through the utilization of AI.

To keep up with the ever changing times, FOHAT sends the Bachelor of Hospitality Management and Diploma in Hotel Management students to the Hilton hotels in the Klang Valley. The hotels are PJ Hilton, Hilton KL (KL Sentral) and the Double Tree Hilton KL. The next group of interns in October will also join the newly refurbished DoubleTree by Hilton Putrajaya Lakeside.

By having their practical training at these prestigious hotels, the students will be equipped with the latest trends and technologies so that they will be ready to evolve and will be accepted in this dynamic industry. FOHAT@City University is lucky that they have strong networking with the hotels locally and international-

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# VO LUME
## INNOVATION WITH IR 4.0

## FACULTY INFORMATION TECHNOLOGY

We, at City University, strive to impart the best possible knowledge to shape our students so that they can have a bright and promising future. Every student has their own ideas. Like rough diamonds waiting to be polished, students often do not know where to start formulating their ideas. That's why we do our best to give students an outlet to shape those ideas the way they envision them.

In the Department of Information Technology, we encourage students to be innovative in the execution of their assignments by incorporating Industrial Revolution 4.0 into their projects. Industrial Revolution 4.0 (IR 4.0), also known as Industrial Internet of Things (IIoT) or Smart Manufacturing, is the automation and exchange of data in manufacturing technology.

Students need to corporate IR 4.0 while developing their projects to get them accustomed to the new norm as these technologies are more in demand day by day. An example of a student developed project is the "QR Code Attendance in City University" which allows instructors to generate a QR code for each class so their students can scan and verify their attendance. This may sound like nothing to boast about, as IR 4.0 technology is already quite prevalent in our society today. However, it is definitely not as easy as it sounds to develop one yourself. So, can be stated that it is an innovative twist on the traditional method of marking and recording one's attendance on a piece of paper. There are many other projects that show-case the brilliant minds of students and their bright ideas. We are proud to have played a part in uncovering the hidden potentials of these students.
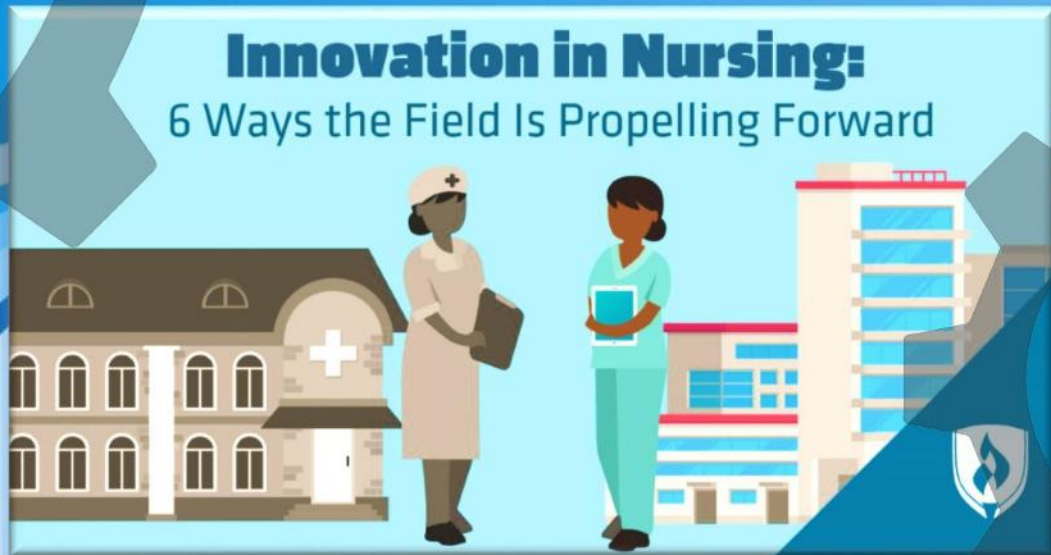
# CITY UNIVERSITY MALAYSIA

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## INNOVATION AND DESIGN
## (PIID) 2021

Penang International Invention, Innovation and Design (PIID) 2021 is a virtual competition organised by the Research Management Unit of Universiti Teknologi MARA, UiTM Penang which serves as a platform for academics, industry, and students to highlight innovation, invention, and design in their respective fields. It is also in line with the government's policy to promote research activities in Malaysia. This event is a competition in the area of product commercialization, idea, invention, and design that features high-quality innovation. The competition will by panels of judges by juries from industry and academia. The Faculty of Engineering of City University Malaysia had sent a group of researchers lead by Mr. Mohamad Saifullah Samsudin from the Department Civil Engineering to participate in the PIID 2021 competition. The group had won the bronze medal for the invention/innovation/design and best paper titled Rutting Properties of Colloidal Nanosilica Modified Asphalt Binder and Mixture. The prize won is about modifying the asphalt binder with the nanomaterial to improve its properties especially the rutting properties. This award is to encourage and motivate the students to do their best in carrying out the project and also to participate in competitions and conferences to present their work and innovation to the world.



Figure 1: The bronze medal and award winning by Mr Saifullah and his team

## Innovation in Nursing:
## 6 Ways the Field Is Propelling Forward

**Innovation** is used in nursing to produce information, protect health, prevent disease & offer personalized care!

Innovative ideas and practices in nursing offer new solutions to **old problems**!

It Disrupts the status quotes by transforming our experiences….. It is not about working harder or faster….. **But working smarter to shape the future of care**

## INNOVATION IN NURSING EDUCATION



Nurses are instrument in improving the quality of patient care through innovative nurses are instrumental in improving the quality of patient care through innovative ideas based on observations at the bed & knowledge of best practices. Here at **'City University'.** We encourage our student nurses to be creative in their observation in the clinical setting & prioritizing best nursing practice!

Core nursing values essential to baccalaureate education include **human dignity**, **integrity**, **autonomy**, **altruism**, & **social justice**. The caring professional nurse integrates these values in clinical practice!

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**Best practice in teaching at City University!**

1. Making the structure clear
2. Making the text look appealing & help the reader navigate
3. Using simple grammatical sentences short and simple

And…… communication is an important element in nursing best practice!!!

# VOLUME

**Virtual Stimulated Placement (VSP)**



Using software which is accessible to give nursing students access to virtual patients and environments... To create **a virtual world** where students can be trained & give care to virtual patients in the form of **role play scenarios**!