


CITY UNIVERSITY
MALAYSIA

VOLUME

ENTREPRENEURSHIP



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VOLUME

Student Project as the first step to Business

Faculty of Engineering from City University Malaysia had devised various courses to prepare student with fundamental knowledge to help the student develop idea and produce product with the better impact on the future. Recently, CityU Engineering's students produced a prototype based on Arduino technology and pitch their product to the audience. In the process, students are exposed on how to pitch and present their prototype to gain interest from the crowd.



**Artificial Intelligent (AI)
hand sanitiser system**

Project by
NUR AIMAN BIN ZAIDINA OMAR
NORMEELAIVA BINTI AL HUSSEN
(SEM 8)



**AI control traffic
light system**

Project by
HAZIM ABDELWAHID ABDALLA ELGALI
(SEM8)



Mini Weighing System

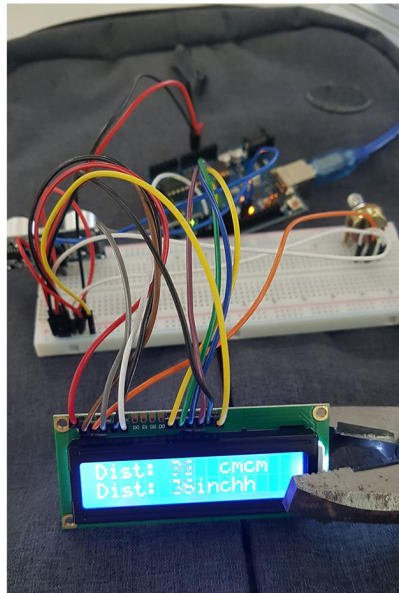
Project by
SHUBA KARTHIKEYAN A/L
PALANISAMY
JOONY MING TUI CHAI
(SEM 8)

The first group student pitching their Artificial Intelligent (AI) hand sanitiser system to sense and apply correct amount of hand sanitizer. The second group present the AI control traffic light system. The third group of students present the mini weighing system integrate into the luggage.

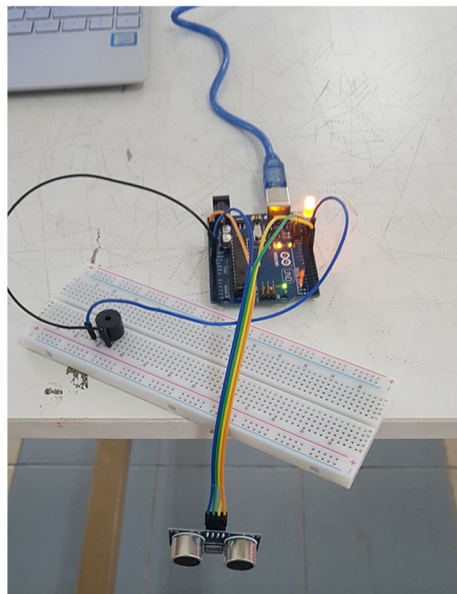
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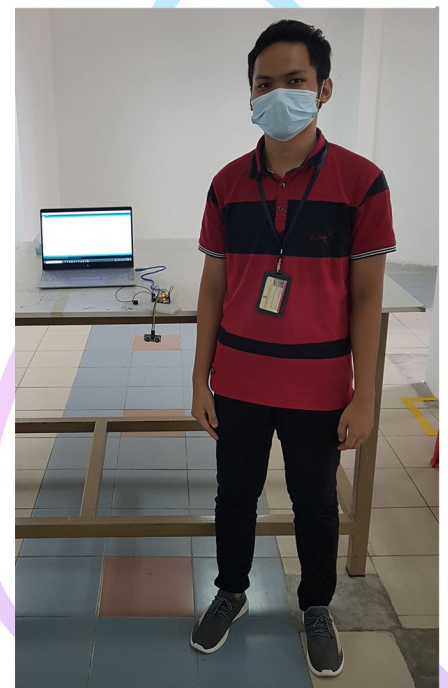
The remaining group showcases their prototypes that can be integrated into clothes or backpack (distance bubble) that will buzz and display to remind people to maintain their distance according to Covid-19 Standard Operating Procedure (SOP). Thumbs up FOE CityU!



Project by
PITCHAKARAN (SEM7)
YAP HANG LEONG (SEM 7)
AHMED EL HADI YOUSUF DOFAN (SEM 7)



Project by
MUHAMMAD HANIF MU'AZ BIN YUSUF
NURAMNI FARHAN BIN JOHAMIS
(SEM 7)





VOLUME

Small Business Management
Pathway to becoming an entrepreneur

SBM Flea Market is one of the various activities which were established to provide opportunities to experience the environment in doing a business in the simplest way. The stalls are managed by the students themselves selling various products ranging from homemade food, computer gadgets, and accessories to old books and clothes.



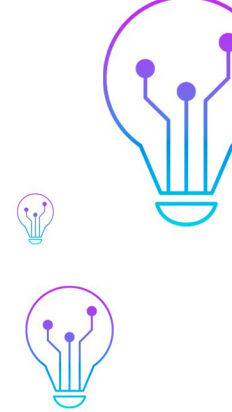
THE ENTREPRENEUR

Always search for changes,
responds to it and exploits it
as an
OPPORTUNITY
-Peter Drucker-

The event aimed to create awareness of entrepreneurship, innovation and leadership while providing a platform for students to showcase their unique and innovative ideas. We also hope to inspire students to improve their entrepreneurial skills. The students were guided in preparing business plans and prepping them to become entrepreneurs

F B M






VOLUME

Small Business Management
Pathway to becoming an entrepreneur

The objective of this event is to foster an entrepreneurial culture among City University students and staff. As an educational institution and as the leading faculty (Faculty of Business and Management) it is our vital role to support the government's vision in building entrepreneurial nation. We believe that university does not only nurture future job seekers, but also future job creators, the entrepreneurs.



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F  B M



VOLUME

City University graduates open up business in Early Childhood Education Industries.



In business, entrepreneur should be innovative, creative and able to take challenges in risk. Early childhood education (ECE) provide opportunity to become a job creating profession instead of becoming a job hunter. In Malaysia, ECE has gained its popularity where it divided into two categories which is TASKA (for newborn until 4 years old children) and TADIKA (for 4- 6 years old children).

City University graduates in Bachelor in Education (Early Childhood Education) Honours and Master in Education is the pioneer of Islamic Kindergarten name Little Caliphs programs in Malaysia. The idea of developing the Islamic kindergarten sparks when there is no kindergarten that provide the spiritual and strong academic lesson especially in English and Mathematic at her residential area. With the knowledge gained in the early childhood education from City University, she begins to explore the new business in ECE. In order to strengthen her capabilities as the initiator of little caliph, Zanariah is furthering her study in Education Doctorate at City University.

FELS

VOLUME

City University graduates open up business in
Early Childhood Education Industries.



**Suhada proudly standing in
front of her TADIKA.**

Another City University graduates in Early Childhood Education, Suhada also involves in TADIKA business. She proud says "City University is the best institutions that provide her with skills to boost herself with the guidance from th experienced and excellent lecturers. Without the guidance, she would probably could not be successful in this business". Syuhada believes that involving with early childhood education business is giving her satisfaction to provide a better future generation with equal development of IQ, EQ and SQ.

VOLUME

THE DEVELOPMENT OF ENTREPRENEURSHIP IN CREATIVE INDUSTRIES

*Unleashing Potential and Benefits
For Young Graduates*



**YOUNG GRADUATES
ENTREPRENEURSHIP IN
THE CREATIVE SECTOR**



**CREATIVE INDUSTRIES AS A
NEW ENGINE OF GROWTH
AND VEHICLE FOR INCOME
TRANSFORMATION**



**THE FUTURE FOR YOUNG
GRADUTES AND
CREATIVE
ENTREPRENEURSHIP**

VOLUME

THE DEVELOPMENT OF ENTREPRENEURSHIP IN CREATIVE INDUSTRIES

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STUDENT GOING FULLBLOWN ENTREPRENEURSHIP IN THE CREATIVE SECTOR

Creative industries have been growing and developing in many parts of the world, especially in developed countries. In recent years, there have been a lot of talk about the creative industries. We hear them in the news, in different entrepreneurship activities, and sometimes even among friends. The word pairing “creative industries” is often misleading, because we see it more as a cultural instead of an economical category. But culture and creativity should be seen as crucial inputs for today’s economy. There is a connection between creative industries and new media that strongly relates to education and tourism fields, urban transformation, and the creation of images of states and cities.



Muhammad Ridhuan Bin
Mohd Badrul Hisyam BGD

Faculty of Creative Industries's Bachelor in Graphic Design student Muhammad Ridhuan Bin Mohd Badrul Hisyam, famously known as “Bob”, is one of our biggest asset for young people, who can afford to experiment and are willing to think out of the box in this early stage of their lives and careers where a whole range of possibilities exist. This young entrepreneur independently with his passion and knowledge in graphic design open his own company of T-shirt Printing named ZEAL Malaysia to inspire art to the youth.

VOLUME

THE DEVELOPMENT OF ENTREPRENEURSHIP IN CREATIVE INDUSTRIES

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GET READY TO BE GREAT ENTREPRENEUR!

by idany

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Today, future young graduates in Creative Industries can significantly contribute their ideas, knowledge and skills that they have learned in the university, and which can be practised immediately as they have been trained to be "Future-Ready". This is another global transformation seen in Creative Industries.

“
**Young
Entrepreneurs need
to be capable of both
having original ideas,
kick-start creative
projects, stick with
them, and get them
finished**



VOLUME

Entrepreneurial Nurses are changing
the field of healthcare



Entrepreneurship in nursing means that salaried nurses can develop, promote, and deliver an innovative healthcare or nursing practice and for entrepreneurship to be improved, Severity in nursing education must ensure that students are provided with the opportunity to develop the necessary knowledge and skills which can be found at City U!!

Mindset Shifts for a Thriving Practice

Nurse entrepreneurs combine healthcare knowledge & business sensibilities to develop successful business ventures that promote optimal care delivery. All available at City U!!

“To be true innovators and progress nurse entrepreneurship, we must think outside the box. ”





VOLUME

Entrepreneurial Nurses are changing
the field of healthcare



Becoming a nurse entrepreneur can give a nursing profession a significant measure of freedom to build their healthcare career on their own terms. This freedom is carefully shaped and earned by a specific step by step process.



Like other professions in nursing, the first step to becoming a nurse entrepreneur is to earn a degree. Typically an advanced degree is not a requirement. However, earning an advanced degree such as a Doctor of Nursing practice can help build an individual's career.



Successful nurse entrepreneurs possess a skill set that allows them to integrate healthcare & business such as strong leadership, analytical and communication competencies. They must possess other characteristics that can enable them to apply their skills independently.






VOLUME

Emerging Entrepreneurship Start-Ups among students of City University

Entrepreneurship has emerged out as a demanding skill to be mastered by students. With each passing day, as the jobs are getting limited owing to numerous reasons such as technological advancements and population growth, entrepreneurship option can be seen as a significant career option among the current generation. Contributing significantly to economic growth, entrepreneurship also generates numerous job perspectives. As a result of which, it has always been encouraged by intellectuals to motivate the young mind to start a business of their own.



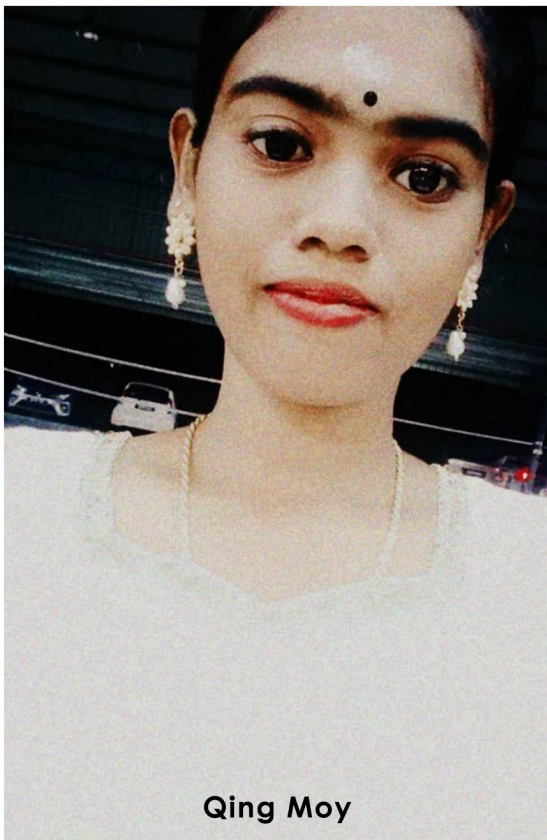
Start-ups of business among younger generations can be seen in students at City University, where, in this pandemic time as family income getting lower, students can be seen doing dropship selling or starting small businesses to gain income to help in their studies, as well gaining experience for their future. These are a very commendable attitude of many City University students. With all these experiences, they will be able to gain knowledge and capital which can help them in future, for more professional business start-ups.



VOLUME

Emerging Entrepreneurship Start-Ups among students of City University

Qing Moy, a student from Centre of Foundation Studies, City University has shared her experience on doing business as a part time while pursuing her studies. She has been selling bouquet, clothes (traditional and modern), skincare products and gift boxes from 2018 at the age of 17. She start-up her business due to her strong interest on entrepreneurship and the need of helping her mother to increase their income. Some tips of starting business from Qing Moy:



Qing Moy

1. Begin with a detailed plan. This one is a must. Develop an in-depth plan that fully detailed out how you'll attack the challenge ahead.

2. Get out there and network. Find people that can help you get more experience and expand your business.

3. Surround yourself with the right and positive people.

4. Find a healthy work-life balance.

VOLUME

Emerging Entrepreneurship Start-Ups
among students of City University

Qing Moy mentioned that her main motivating factor in doing business is for personal growth and life accomplishment. Some of the positive things that she gained from being an entrepreneur at a young age is that the financial rewards that comes from it, personal satisfaction of pursuing her interest and personal growth in her career. There are also some challenges that she faced, that is stress and health Issues, and also time commitment.



CF\$

VOLUME

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Noorbaksh Pedram is one of Faculty of Architecture and Built Environment exemplary alumni, who graduated with honors in Bachelor of Interior Design in the year 2020. Among his lecturers and peers, Pedram, is been described as an outgoing and inquisitive person. Soon after he graduated, Pedram worked as a Freelance Interior Designer. The knowledge that he has amassed during his study and the experiences he gained during internship in Matthew Lim Associates (a renowned Interior Design company in Kuala Lumpur) motivated him to delved into the freelancing career.



NA
D+I

NARRATIVE OF ARCHITECTURE AND
INTERIOR DESIGN INVENTION

Pedram has involved in several projects mainly involving F&B (food and beverages) and grocery stores. Despite the COVID-19 pandemic which hits many white-collar workers, he has never been out of jobs, instead been commissioned with a project related to an office design. His first interior design project as a freelancer was designing a food kiosk in Mid Valley for Mahnaz Food. This project is always considered personal to him, as he was able to experience the whole process from designing, managing and supervising the work from the beginning until its completion. In short, after the success of this project, he has never looked back and kept forward for another endeavors.

VOLUME

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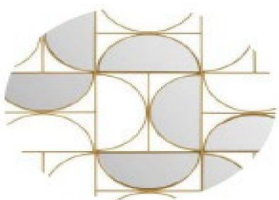


Completed project at Citta Mall



Completed project at Mid-valley shopping mall

In 10 years to come, Pedram, hopes that he would already obtain a professional Interior Designer title and established his own design firm. His advice to other students who has the interest in embarking in the Interior Design field is, never to underestimate your own ability. Always set your standard high, dare to dream big and never give up on your goals. Despite his ambitions and workaholic attitude, Pedram also believes that work and personal life must balance. He goes by the motto of, work hard and play harder. Because all work and no play makes a person an uninspired Interior Designer.



First proposal and completed project as free-lancer



Noorbaskh Pedram

During study time at City U, shortlisted as finalist in MIID Student Saturday Design Competition Hospitality Category.