

OPTOMETRY



SEGi
University

Towards

iR4.0

INTRODUCTION TO SEGi UNIVERSITY

SEGi was established in 1977 as Systematic College in the heart of Kuala Lumpur offering professional qualifications. Since its founding over four decades ago, SEGi has undergone significant growth, strengthening the quality of its wide range of programmes from foundation to doctorate level.

It is one of the most established private higher education institutions in Malaysia with its flagship campus located in Kota Damansara and four other campuses in Subang Jaya, Kuala Lumpur, Penang, and Kuching. Currently, SEGi has a population of 20,000 local and international students across its campuses.

SEGi is recognised as “The first Malaysian University that earned 5 Stars for Prioritising Society’s Needs in Malaysia” by QS Stars, an international evaluation system for universities based on auditing.



ENVISIONING A CAREER IN OPTOMETRY

SEGi University offers the most modern and contemporary optometry degree in Malaysia, and is one of the few institutions to offer an optometry programme. Our Bachelor of Optometry (Hons) will help you gain knowledge and expertise in subjects relating to the identification and treatment of dysfunctions and disorders of vision, and the vision system.

Our campus in Kota Damansara includes state-of-the-art facilities such as our eye care centre called SEGi EyeCare, which allows students to study optometry in a real-world setting and to gain practical experience using the latest specialised equipment.

The programme emphasises clinical practice and offers an excellent integrated, professional, and scientific education in optometry. Clinical training takes place in hospital eye departments and private optometry/ophthalmology practices. It allows you to apply the knowledge and skills you gain during your programme prior to starting your career in optometry.

“Contemporary optometry has gone well beyond spectacles and contact lenses. This philosophy is well embedded within the Bachelor of Optometry (Hons) programme at SEGi where students are trained in the examination of eye health in generating prescriptions for correcting their patients’ vision.”

Professor Azrin Esmady Ariffin

*Dean, Faculty of Optometry & Vision Sciences
Deputy Vice Chancellor (Student Affairs),
SEGi University*



AT A GLANCE

GLOBAL RECOGNITION

- Emerged in the top 45% of the 2021 QS World University Rankings: Asia
- Double Awards from Top 3.3% of Universities Worldwide (The Centre for World University Rankings 2017 (CWUR) University of Central Lancashire (UCLAN)
- MQA Fully-Accredited Programmes
- 2017 QS Overall 3-star rating with 5-star rating in teaching, facilities, social responsibility, and inclusiveness

SKILLS ENRICHMENT & SUPPORT

- More than 100 SEGi Enrichment Programmes in the areas of leadership, communication, and grooming skills (among others) to enhance students' learning experience
- Academic Skills Unit to assist students in academic writing and effective study, research techniques, time management, academic integrity, and exam preparation
- Mentor-Mentee system to provide guidance to students on academic matters and to foster a close and constructive professional relationship between students and lecturers

EXCELLENT TEACHING, LEARNING & RESEARCH

- SETARA 2018/2019 5-star rating for SEGi University in the Emerging Universities (Universities which have been established within the last 15 years) category
- QS 5 Stars Rated for Excellence in Teaching
- QS 5 Stars Rated for Facilities
- SETARA, 2017 scored above medium of 83 in the category of Teaching and Learning
- Independent students' 2017 evaluation rating: more than 95% of students rated our lecturers for excellence in teaching
- Student to academic staff ratio 21:1, based on SETARA (2017)
- Research-led environment

GLOBALLY RECOGNISED,
DISTINCTIVELY SEGi.

OUR 6 COMPETITIVE ADVANTAGES

SCHOLARSHIPS

- 1st Malaysian University that earned 5 Stars for Prioritising Society's Needs in Malaysia (by QS Stars)
- Over RM100 million worth of Group scholarships awarded in the past 40 over years
- QS 5 Stars rated for inclusiveness and social responsibility

STUDENT SATISFACTION

- 80% of students are willing to recommend their friends and family to study with us

INDUSTRY DRIVEN GRADUATES

- 2017 SETARA Graduate Employability 85%

Towards

iR4.0



IR4.0 IN A NUTSHELL

The IR4.0 has a big impact on the local economy and community as it changes the job market, which in turn, changes the human capital's qualification requirements. The new-age industries require human capital with relevant and adequate digital and data literacy.

Global data point towards major shifts in perceptions and hiring trends. A study by McKinsey Global Institute shows that one-fifth of the global workforce will be impacted by the adoption of AI and automation. Similarly, another study by Cisco and Oxford Economics found that emerging technologies have the capacity to change 28 million jobs in ASEAN alone.

SEGi's 4R APPROACH

SEGi has taken a calculated view of the new market and has set a strategic direction to achieve its goal of becoming a leading IR4.0 institution. Guided by the drive "Towards IR4.0", we have recognised four thrusts to drive the institution forward.

REIMAGINE possibilities

Increasing the employability and marketability of graduates through the creation of new jobs and roles to meet tomorrow's industry needs.

RECOGNISE your potential

Unleashing the true nature of graduates and their ability to touch lives and make a significant impact on the community

REDEFINE your future

Imbibing the idea of change as the only constant and creating a sustainable future through qualifications that matter

REVOLUTIONISE the market

Introducing innovative programmes that are in tandem with the market's growth and direction



TOP-NOTCH RESOURCES FOR A QUALITY LEARNING EXPERIENCE

UNRIVALLED FACILITIES

Our clinical system under the umbrella of SEGi EyeCare composes of the general optometric, specialty clinics, and an optical dispensary for effective learning and teaching.

EARLY AND EXTENSIVE CLINICAL PRACTICE

Our curriculum combines a strong emphasis on theory and practice by introducing a wealth of clinical training in the first year of studies to allow students to progress through the various complexities relevant to Optometry.

FULLY ACCREDITED BY MQA

Our undergraduate programme received full accreditation from the Malaysian Qualifications Agency (MQA) and it is also listed in the World Council Optometry (WCO) list of Optometry Schools in Asia Pacific.

STUDENT-CENTERED LEARNING APPROACH

We place a strong emphasis on students' interest to foster the development of skills for problem solving, critical thinking and communication as we try to shape students to become lifelong learners.




COMPREHENSIVE AND UP-TO-DATE CURRICULUM

Our curriculum is especially developed to ensure it covers the essential basic science, vision science, clinical practice as well and specialty areas in Optometry.

EXPERIENCED AND QUALIFIED ACADEMICIANS

We pride ourselves on having a team of qualified and registered optometrists with wide experience in public and private practice as our full time academic staff.

PROGRAMME MATRIX

 Programme	 Awarding Institution	 Entry Requirements
Bachelor of Optometry (Hons)	SEGi University	<ul style="list-style-type: none"> • SPM 3 credits including 2 Science subjects AND • STPM (Science) with minimum CGPA of 2.50; OR • 3Ds in A-Level (Science); OR • Foundation/Pre-University (Science) with CGPA of 2.5 or above; OR • Any equivalent Pre-U qualifications (Science) OR • Diploma in any Science discipline (CGPA of 2.50 or above)
MSc (Vision Science) by Research	SEGi University	<ul style="list-style-type: none"> • Bachelors Degree in Optometry with Honours, or Bachelors degree in a related Science discipline with Honours or any equivalent qualification with a minimum CGPA of 2.75, or 2 years of working experience in a relevant field <p>ENGLISH REQUIREMENT:</p> <ul style="list-style-type: none"> • Minimum band of 5 in the IELTS or equivalent

The following is an indication of the current programme content. However, the rapidly changing nature of the discipline means that the programmes offered and individual courses are continuously updated to meet industry needs.

As part of the curriculum, students will be required to take 6 general subjects (Mata Pelajaran Umum), as required by the Ministry of Higher Education Malaysia.



DID YOU KNOW?

Our Bachelor of Optometry programme is **FULLY ACCREDITED BY MALAYSIAN QUALIFICATIONS AGENCY (MQA)** signifying full compliance with standards laid down by the **MALAYSIAN OPTICAL COUNCIL (MOC)**.

This programme is also listed in the **WORLD COUNCIL OPTOMETRY (WCO)** members list of **OPTOMETRY SCHOOLS** in Asia Pacific.

Our forte has always been in the highly experienced line-up of academic and clinical staff teaching on the programme. The availability of excellent laboratories and clinical facilities add to the strength of the optometry programme at SEGi.

The programme also draws on the expertise of adjunct lecturers comprising Biomedical Scientists, Medical Practitioners, Ophthalmic Surgeons, and Private Practice Optometrists. Clinical training of students is carried out both at the internal clinics on campus, as well as at external sites ranging from private Optometric practices, Refractive Surgery Centres, private Ophthalmologic clinics, and our own external practice "SEGi EyeCare" at nearby Thomson Hospital.

Programme Modules

Year 1

- Essential Basic Sciences
- Mathematical Techniques
- Biomedical Sciences for Optometry I & II
- Human Biology
- Ocular Biology
- Geometrical & Physical Optics
- Clinical Studies I
- TITAS
- Hubungan Etnik
- Bahasa Kebangsaan A/Effective Listening
- Bahasa Melayu Komunikasi II
- Malaysian Studies III

Year 2

- Biomedical Sciences for Optometry III
- Ocular Optics I & II
- Visual Science I & II
- Clinical Studies II
- Speciality Clinical Studies I
- Optometric Use of Drugs I
- Business Ethics
- Co-curriculum Management
- Environmental Management and Technology

Year 3

- Foundations of Ocular Disease
- Speciality Clinical Studies II
- Basic Clinical Practice
- Optometric Use of Drugs II
- Behavioural Science in Vision Care
- Ophthalmic Dispensing Workshop I & II
- Ocular Disease in Primary Care
- Care of Functional Visual Disorders
- General Clinic I
- Speciality Clinics A & B
- Occupational & Environmental Optometry
- Industrial Placement I
- Entrepreneurship

Year 3

- General Medicine in Optometry
- Public Health & Community Optometry
- Professional Issues in Optometry
- General Clinic II & III
- Contact Lens Clinic I & II
- Binocular Vision/Paediatric Clinic I & II
- Advanced Ophthalmic Care Clinic I & II
- Low Vision Clinic I & II
- Optometric Case Studies I & II
- Project/Dissertation I & II
- Industrial Placement II

Career Opportunities

As graduates, you can pursue your career in the following areas: professional private optometric practice (solo or group), retail optical practices ophthalmology clinics, hospital eye departments, and multi-national optical companies.

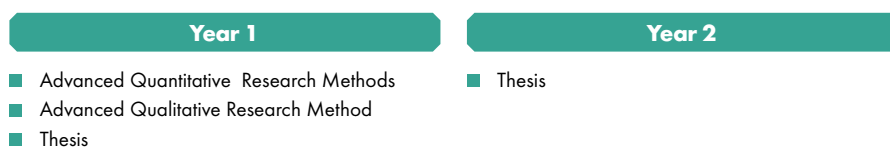
MSC (VISION SCIENCE) BY RESEARCH

SEGi UNIVERSITY

The Master of Science (Vision Science) by Research programme aims to provide you with a firm grounding in scholarly research work in vision science that encompasses the subject areas of ocular and visual science through clinical optometry.

The programme forms the initial platform for vision related professionals to advance their knowledge on the scientific foundations of vision science by pursuing supervised research work in clinical optometry or clinical vision science.

Programme Structure



Career Opportunities

An optometrist is a healthcare professional who provides Primary Eye Care ranging from vision testing and correction to the diagnosis and management of vision disorders with pathological causes. With routine hours and a good income, optometrists enjoy a lifelong career with a satisfying lifestyle. Career opportunities include professional private optometric practice (solo or group), retail optical practices, ophthalmology clinics, hospital eye departments, and multi-national optical industry.

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INDUSTRY PARTNERS

These are the active industry partners that have been working with us. We want to thank all our industry partners for their commitment with SEGi.

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|---------------------|-----------------------------|
| 1 ALCON | 10 DORICON |
| 2 CARL ZEISS VISION | 11 VISION SPACE |
| 3 HOYA | 12 OPTIMAX EYE SPECIALIST |
| 4 COOPER VISION | 13 VISTA EYE SPECIALIST |
| 5 OCULUS | 14 KL EYE SPECIALIST CENTRE |
| 6 BAUSCH & LOMB | 15 CENTRE FOR SIGHT |
| 7 JOHNSON & JOHNSON | 16 SUPERVISION OPTIMAX |
| 8 ESSILOR | 17 SUNWAY MEDICAL CENTRE |
| 9 ILT | 18 OASIS EYE SPECIALISTS |

STUDENT TESTIMONIALS



"I chose SEGi University is because not many universities have the Bachelor of Optometry programme in Kuala Lumpur. Besides, I believe SEGi University can provide me with a wonderful university life better than other universities. SEGi University also provides clinical training to students like me to perform comprehensive eye examinations on the public regardless of age and complication of cases at the clinic on campus."

Loong Jia Ming
Bachelor of Optometry (Hons)



"SEGi offers unrivalled facilities throughout my studies as it is the only university that provides its own eye clinic facility. SEGi EyeCare is an eye clinic open to the public, providing comprehensive eye examination. This gives us greater exposure to clinical conditions and chances to educate and communicate with the public. This programme includes many hands-on practical subjects, which helps me more than textbooks and enhances my passion to care for people's vision. Our experienced and dedicated lecturers are always supportive and caring. They are my role models and their professional image inspires me to be a professional optometrist one day."

Loh Pei Ying
Bachelor of Optometry (Hons)



"SEGi Faculty of Optometry & Vision Sciences provides its students with an unrivalled clinical experience. Students enter the clinic right from the first year and by the end of my second year I'm conducting eye exams on patients! And as the school is located in Malaysia, it has the advantage of a very diverse patient population."

Nur Ayuni Mahirah
Bachelor of Optometry (Hons)



"I'm glad that I've chosen SEGi to study optometry because the lecturers are experienced in their field and are always helpful. In addition, students are exposed to vision screening activities and it is most beneficial when starting a career in optometry."

Yeong You Loong
Bachelor of Optometry (Hons)

segiuniversity.edu.my



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POSSIBLE

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