OPTOMETRY

Malaysian University
that earned 5* for Prioritizing Society’s Needs in Malaysia
- by QS Stars

SEGi University
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.
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
GLOBAL RECOGNITION

- 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

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 years
- QS 5 Stars rated for inclusiveness and social responsibility

EXCELLENT TEACHING, LEARNING & RESEARCH

- 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

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
- Technology-supported learning using the Blackboard learning management system

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%
OUR ACCOMPLISHMENTS AND ACCOLADES

SEGi University & Colleges is at the forefront of educational excellence to help our students realise their career aspirations. We are honoured to have received a string of prestigious awards. These recognitions reflect SEGi’s continued commitment to highest-caliber educational experience for our students.

QS 5 STARS

in teaching, facilities, inclusiveness and social responsibility.
Achieved a stunning 3 Stars overall.
The First Malaysian University that earned 5 Stars for Prioritising Society’s Needs in Malaysia.

PUTRA BRAND AWARDS

Putra Brand Awards is a brand valuation award measured by consumer preferences. There are various categories ranging from automotive to property development, and education and learning, among others.

Education – Malaysia
World Branding Award

Outstanding Innovation Award 2014

Reader’s Digest
Trusted Brand 2013 - 2015
(Services, Private University/College)

Putra Brand Awards 2012, 2016 - 2018
(Education & Learning)

Putra Brand Awards 2013 - 2015
(Education & Learning)

Students Choice Awards 2015
(Top 10 Universities)

The Edge Billion Ringgit Club 2013
(Best Performing Stock Award - Trading & Services)

3rd Global Leadership Award 2013
(Leadership in Educational & Training Excellence)

Asia Pacific Entrepreneurship Awards 2012
(Most Promising Entrepreneur)

10th Asia Pacific International Honesty Enterprise Keris Award 2011

The BrandLaureate Best Brand Award 2010 - 2011
(Education Tertiary Private)
WE PRIORITISE YOUR NEEDS

**SEGı CONNECT!**
*(Located at 1st and 2nd Floor)*
We ensure your first experience of stepping into the next chapter of your life is as smooth and memorable as possible! From the moment you come into SEGı for your registration, we will be there to guide you through the whole process. We are with you even before you enter your first class, and we will be in contact continually throughout your studies until we know you are fine on your own.

**ACADEMIC LEARNING SUPPORT**
*(Located At 2nd Floor)*
Our Academic Skills Unit (ASU) was established to provide learning support and academic enhancement services for students. Our services include:
- assignment-writing
- thesis-construction
- language proficiency
- research brain-storming studying skills

**GLOBAL INDUSTRY EXPOSURE**
*(Your Faculty)*
- We enrich your learning experience by exposing you to local and global industry practices.
- We strategically network with industry leaders to foster long-term, multi-dimensional relationships.
- We apply academic expertise to generate socially relevant and high impact research activities with industry and community stakeholders.

**MENTOR MENTEE SYSTEM**
*(Your Lecturers)*
The learning culture in higher education is very different from high school. Mentor-Mentee programme at SEGı University is aimed at guiding you to be independent learners and help you fit into this new culture. It is also a system that helps those who may need more guidance academically.

**SEGı ENRICHMENT PROGRAMME**
*(Every Wednesday Afternoon)*
SEGı ENRICHMENT PROGRAMME aims to reduce unemployment issues and ensures our students are industry-ready by providing opportunities to hone their soft skills through more than 100 structured and specially designed seminars, workshops, conferences, symposiums and training sessions, developed based on industry and professional bodies’ feedback.

**EMPLOYMENT READINESS PROGRAMME**
*(By Student Affairs Department)*
We provide pre-Internship and pre-employment workshops to instil employment values as you venture from academic to work life.

Our in-house “soft skills” training will prepare you for internship placement and employment upon graduation.

**STRONG GLOBAL INDUSTRY LINKAGES**
*(Career Office at 2nd Floor)*
- We offer you the opportunity to join more than 1000 companies worldwide.
- There are Career Fair within campus just for you.
TOP-NOTCH RESOURCES FOR A QUALITY LEARNING EXPERIENCE

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.

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.

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.

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.

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.

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.

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## PROGRAMME MATRIX

<table>
<thead>
<tr>
<th>Programme</th>
<th>Awarding Institution</th>
<th>Entry Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Optometry (Hons)</td>
<td>SEGi University</td>
<td>• SPM 3 credits including 2 Science subjects AND</td>
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<tr>
<td></td>
<td></td>
<td>• STPM (Science) with minimum CGPA of 2.50; OR</td>
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<td></td>
<td></td>
<td>• 3Ds in A-Level (Science); OR</td>
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<tr>
<td></td>
<td></td>
<td>• Foundation/Pre-University (Science) with CGPA of 2.5 or above; OR</td>
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<td></td>
<td></td>
<td>• Any equivalent Pre-U qualifications (Science) OR</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Diploma in any Science discipline (CGPA of 2.50 or above)</td>
</tr>
<tr>
<td>MSc (Vision Science) by Research</td>
<td>SEGi University</td>
<td>• Bachelors Degree in Optometry with Honours, or Bachelors degree in a 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</td>
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<tr>
<td></td>
<td></td>
<td>ENGLISH REQUIREMENT:</td>
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<td></td>
<td></td>
<td>• Minimum band of 5 in the IELTS or equivalent</td>
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</tbody>
</table>

The above is an indication of current programme content. However, the rapidly changing nature of the subject area means that the programmes offered and individual course content are continuously updated to meet industry needs. Also, please note that certain combinations of options may not be available.

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

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**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.
BACHELOR OF OPTOMETRY (HONS)

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 Practising 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 Hospital Eye departments.

Programme Modules

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
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</thead>
<tbody>
<tr>
<td>Essential Basic Sciences</td>
<td>Biomedical Sciences for Optometry III</td>
<td>Foundations of Ocular Disease</td>
</tr>
<tr>
<td>Mathematical Techniques</td>
<td>Ocular Optics I &amp; II</td>
<td>Speciality Clinical Studies II</td>
</tr>
<tr>
<td>Biomedical Sciences for Optometry I &amp; II</td>
<td>Visual Science I &amp; II</td>
<td>Basic Clinical Practice</td>
</tr>
<tr>
<td>Human Biology</td>
<td>Clinical Studies II</td>
<td>Optometric Use of Drugs II</td>
</tr>
<tr>
<td>Ocular Biology</td>
<td>Speciality Clinical Studies I</td>
<td>Behavioural Science in Vision Care</td>
</tr>
<tr>
<td>Geometrical &amp; Physical Optics</td>
<td>Optometric Use of Drugs I</td>
<td>Ophthalmic Dispensing Workshop I &amp; II</td>
</tr>
<tr>
<td>Clinical Studies I</td>
<td>Business Ethics</td>
<td>Ocular Disease in Primary Care</td>
</tr>
<tr>
<td>TITAS</td>
<td>Co-curriculum Management</td>
<td>Care of Functional Visual Disorders</td>
</tr>
<tr>
<td>Hubungan Etik</td>
<td>Environmental Management and Technology</td>
<td>General Clinic I</td>
</tr>
<tr>
<td>Bahasa Kebangsaan A/Effective Listening</td>
<td></td>
<td>Speciality Clinics A &amp; B</td>
</tr>
<tr>
<td>Bahasa Melayu Komunikasi II</td>
<td></td>
<td>Occupational &amp; Environmental Optometry</td>
</tr>
<tr>
<td>Malaysian Studies III</td>
<td></td>
<td>Industrial Placement I</td>
</tr>
</tbody>
</table>

MSc (VISION SCIENCE) BY RESEARCH

With the Master of Science (Vision Science) by Research programme, we aim to provide you with a firm grounding in scholarly research work in clinical 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 preparation for later pursuit of a doctoral degree by research in clinical optometry or clinical vision science.

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<th>Year 1</th>
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<tr>
<td>Investigative Techniques in Clinical Vision Research</td>
<td>Research and Thesis</td>
</tr>
<tr>
<td>Advanced Research Methods &amp; Design</td>
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<tr>
<td>Research Proposal &amp; Seminar</td>
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</table>

Career Opportunities

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

<table>
<thead>
<tr>
<th>Year 4</th>
<th>Year 3</th>
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<tbody>
<tr>
<td>General Medicine in Optometry</td>
<td>Advanced Ophthalmic Care Clinic I &amp; II</td>
</tr>
<tr>
<td>Public Health &amp; Community Optometry</td>
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</tr>
<tr>
<td>Professional Issues in Optometry</td>
<td>Low Vision Clinic I &amp; II</td>
</tr>
<tr>
<td>General Clinic II &amp; III</td>
<td>Optometric Case Studies I &amp; II</td>
</tr>
<tr>
<td>Contact Lens Clinic I &amp; II</td>
<td>Project/Dissertation I &amp; II</td>
</tr>
<tr>
<td>Binocular Vision/Paediatric Clinic I &amp; II</td>
<td>Industrial Placement II</td>
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</table>

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.
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)
Dean’s List 2014
INDUSTRY PARTNERS

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

1 ALCON
2 CARL ZEISS VISION
3 HOYA
4 COOPER VISION
5 OCULUS
6 Bausch & Lomb
7 Johnson & Johnson
8 Essilor
9 ILT
10 DORICON
11 VISION SPACE
12 OPTIMAX EYE SPECIALIST
13 VISTA EYE SPECIALIST
14 KL EYE SPECIALIST CENTRE
15 CENTRE FOR SIGHT
16 SUPERVISION OPTIMAX
17 SUNWAY MEDICAL CENTRE