

# OPTOMETRY



**1<sup>st</sup>**  
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 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 are 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 Prioritizing 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 placements will take 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

- 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 Prioritizing Society's Needs in Malaysia (by QS Stars)
- Over RM100 million worth of Group scholarships awarded over the past 41 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 as 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 Prioritizing Society's Needs in Malaysia.



**PUTRA BRAND AWARDS**  
— THE PEOPLE'S CHOICE —  
**SILVER**  
2013 - 2015  
(Education & Learning)



**PUTRA BRAND AWARDS**  
— THE PEOPLE'S CHOICE —  
**BRONZE**  
2012, 2016 - 2018  
(Education & Learning)

## 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  
2014 – 2015

**Education – Malaysia  
World Branding Award**



**Outstanding  
Innovation Award 2014**



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

■ **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

## SEGi CONNECT!

(Located at 1st and 2nd Floor)

We make your exciting experience of stepping into the next chapter of your life as smooth and memorable as possible! From the moment you come in to SEGi for your registration, we will be there to guide you on the whole process. We are with you even before you enter class, and we continue to be with you throughout your studies. We, your first SEGi friends, will be in contact continually throughout your studies, until we know you will be fine on your own in our campus.

## ACADEMIC LEARNING SUPPORT

(Located At 2nd Floor)

Our Academic Skills Unit (ASU) was established to provide learning support and academic enhancement services for students, as part of their post-classroom learning experience. Our services include:

- assignment-writing
- thesis-construction
- language proficiency
- research brain-storming studying skills

## 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.

### During Your Studies

### Before You Graduate

## 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.

## STRONG GLOBAL INDUSTRY LINKAGES

(Career Office at 2nd Floor)

- With the opportunity to join more than 1000 companies worldwide
- Career Fair within campus just for you.

## MENTOR MENTEE SYSTEM

(Your Lecturers)

The learning culture in higher education is very different whereby intellectual discussions happen between lecturers and students rather than the conventional spoon-feeding of information. Students are guided to be independent in their learning at SEGi University. The Mentor-Mentee programme at SEGi University is to help students fit into this new culture as well as help those who may need more guidance academically.

## SEGi ENRICHMENT PROGRAMME

(Every Wednesday Afternoon)

SEGi ENRICHMENT PROGRAMME addresses the major reasons for unemployment by providing opportunities for students to hone their soft skills through more than 100 structured and specially designed Seminars, Workshops, Conferences, Symposiums and training sessions that make our students industry-ready! These are developed based on industry and professional bodies' feedback on the requirements of a fresh graduate.

**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.

# 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.

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

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.**

### 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)

SEGi UNIVERSITY

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

### 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 4

- 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 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.

R/726/6/0063 KD CAMPUS

# MSc (VISION SCIENCE) BY RESEARCH

SEGi UNIVERSITY

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.

## Programme Modules

### Year 1

- Investigative Techniques in Clinical Vision Research
- Advanced Research Methods & Design
- Research Proposal & Seminar

### Year 2

- Research and Thesis

### 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.

N/441/7/0002(5/23) KD CAMPUS

## STUDENT TESTIMONIALS



"The reason I chose SEGi University is because not many universities has the Bachelor of Optometry in Kuala Lumpur. Besides, I believe SEGi University is able to 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 their own eye clinic facilities. SEGi EyeCare is an eye clinic open to the public, providing comprehensive eye examination. This gives us greater exposure to the clinical conditions and chances to educate and communicate with the public. This programme includes quite a number of hands-on practical subjects, which help 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. Firstly, students enter the clinic right from the first year and by the end of my second year I'm conducting entire eye exams on patients! Secondly, the school being located in Malaysia 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 to lend a hand. 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

## FACULTY EVENTS



### **New RotarySEGi Eye Centre**

SEGi University has launched a new eye centre, RotarySEGi Eye Centre aimed at providing charitable eye care services to the low income segment of society by way of screening, detecting, correcting, and referring cases for further medical interventions. Former Health Minister Datuk Seri Dr S Subramaniam launched the eye centre at SEGi University Kota Damansara.

In conjunction with the launching of the new eye care centre, Rotary and SEGi University have also introduced a "Basic Vision Testing in Children" training course aimed at equipping teachers with the basic knowledge and methods to identify and recognise basic vision deficiencies in children, which may result in learning difficulties. The training certified by the Association of Malaysian Optometrists, is organised by Rotary while the Faculty of Optometry and Vision Sciences at SEGi University will deliver the course modules.

# INDUSTRY PARTNERS

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

- |   |                   |    |                          |
|---|-------------------|----|--------------------------|
| 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 | Ophthalmic Instrument    |
| 7 | JOHNSON & JOHNSON | 16 | Centre for Sight         |
| 8 | ESSILOR           | 17 | Supervision Optimax      |
| 9 | ILT               | 18 | Sunway Medical Centre    |





**SEGi University Kota Damansara** (DU031-B)

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📞 1800 88 7344

The best in you, made

**POSSIBLE**

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**SCANME**



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