Clearly beneficial

TO give its Bachelor of Optometry course a competitive edge, UCSI University has set up an in-house optometry store at its Kuala Lumpur Campus (South Wing). The store was launched in collaboration with Focus World Vision Care Group (FWVC Group), a leading optical retailer.

According to UCSI Group founder and chairman Datuk Peter Ng, the launch was in line with the University's "praxis" (a process by which a theory, lesson, or skill is enacted, embodied, or realised) approach that focuses on merging industry expectations with academia. The UCSI Optometry Centre serves as one of UCSI's many Praxis Centres – in-house business entities – where students gain hands-on working experience and apply classroom knowledge.

This hands-on approach is something that School of Optometry assistant professor Dr Lili Asma Ismail feels will prepare students for their careers.

"By bringing in this business associate to the university and have it work collaboratively with the school, it provides students a glimpse of the working world," she said.

She added that members of the public would also benefit from the

The team from FWVC (left to right) France Lim, Datuk Tony Looi, Ng, Goh, Chong, Wong Gon Khiang, and Louis Chan during the launch of the optometry centre.

services offered, as UCSI lecturers will be contributing to the UCSI Optometry Centre by sharing the latest updates on optometry with the optometrists working there.

FWVC Group managing director, Alan Chong and finance director Ishan Goh were also present during the launch.

"In the retail business, we are always looking forward to expanding and standing out not just in numbers, but also in quality. A collaboration such as this is definitely a good opportunity for us," said Goh.

She added that the collaboration also sets FWVC Group apart as it extends its professional services into the field of education by providing students with a professional work environment, as well as cutting-edge equipment that is not yet available in the local market.