



UNSW
SYDNEY

FACULTY OF SCIENCE

SCHOOL OF OPTOMETRY AND VISION SCIENCE

OPTM6424

PROFESSIONAL OPTOMETRY

TERM 3, 2019

Total 9 weeks: Week 2 commencing 23 September 2019
to Week 10 commencing 18 November 2019

(Week 1 commencing 16 September 2019 continues Preceptorships)

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Faculty of Science - Course Outline

1. Information about the Course

NB: Some of this information is available on the [UNSW Handbook](#)

Year of Delivery	2019			
Course Code	OPTM6424			
Course Name	Professional Optometry			
Academic Unit	School of Optometry and Vision Science			
Level of Course	Stage 4 PG Core			
Units of Credit	6 UOC			
Session(s) Offered	Term 3			
Assumed Knowledge, Prerequisites or Co-requisites	OPTM6412 and OPTM6411 and OPTM6400 and enrolment in program 3182 or 8095. Exclusion: OPTM4271			
Hours per Week	4 hours per week			
Number of Weeks	9 weeks			
Commencement Date	Monday, 23 September 2019			
Summary of Course Structure (for details see 'Course Schedule')				
Component	HPW	Time	Day	Location
Lecture 1	2	2 – 4pm	Monday	RMB Theatre
Lecture 2	2	2 – 4pm	Thursday	RMB Theatre
TOTAL	4			
Special Details	Mandatory attendance at all lectures			

2. Staff Involved in the Course

Staff	Role	Name	Contact Details	Consultation Times
Course Convenor		Donna La Hood	d.lahood@unsw.edu.au Phone: 93857461	During lectures or email for appointment
Additional Teaching Staff	Lecturers & Facilitators	Various Guest Speakers	Via Course Convenor Donna La Hood	Via Course Convenor Donna La Hood

3. Course Details

Course Description (Handbook Entry)	<p>The course will focus on the needs of small business operators by providing a solid foundation in the key business disciplines. This will reflect issues that can arise in the strategic management and development of an optometric practice. Topics will include human resources management, ethics, business planning and development, accounting/finance administration, microeconomics, personal finance, marketing, operations management, entrepreneurial skills, leadership, personal development and business law. The teaching approach will provide a stimulating and interactive environment for students to develop their business, leadership and teamwork skills in order to become a successful optometrist within the profession.</p> <p><i>For each lecture session, attendance in class is mandatory for this course</i></p>	
Course Aims	<p>A major focus in optometric education is to produce eye care professionals who offer complete patient care. This course is designed to prepare future optometrists to manage a private practice successfully as well as showcase other opportunities within the profession including those in industry, academia, research, government and public health.</p>	
Student Learning Outcomes	<p>By the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Understand the full scope of optometric practice 2. Appreciate the wide range of opportunities offered within optometry 3. Understand the major business principles associated with optometric practice 4. Appreciate the many roles of an optometrist in practice management 5. Understand optometry's role in a multidisciplinary team of eye-care practitioners 6. Develop oral and written communication skills to interact with patients and allied health professionals in a precise and informative way 7. Develop and understand the many skills required to run a successful optometric practice 8. Integrate the knowledge gained from this and other optometry courses 	
Graduate Attributes Developed in this Course		
Science Graduate Attributes	<p>Select the level of FOCUS</p> <p>0 = NO FOCUS 1 = MINIMAL 2 = MINOR 3 = MAJOR</p>	Activities / Assessment
Research, inquiry and analytical thinking abilities	3	Through lectures and discussions, you will acquire knowledge of business skills and analysis techniques and develop the ability apply these to optometric management. Your assessment is by written assignment, peer review and a class presentation.
Capability and motivation for intellectual development	3	You will develop your understanding of basic business and practice management principles and know they underpin the nature of the clinical practice of optometry. You will integrate learning from the readings and the course content and start to gain an appreciation of the relevance of business principles to the provision of public services.
Ethical, social and professional understanding	3	Professional understanding is of primary importance for successful management in an optometric practice. You will develop an awareness of the role of optometry in the provision of eye-care services through discussions with guest lecturers (optometrists, business consultants, ophthalmologists and others). The main attributes of professional practice are emphasized throughout the course in didactic lectures.
Communication	3	You will be required to participate in the development of communication skills by making a presentation to the rest of the class.
Teamwork, collaborative and management skills	3	These skills form a major part of optometric practice and they are discussed in most of the lectures.
Information literacy	3	This course requires sourcing of the best material for developing practice management skills. Information literacy will become evident through the completion of a written assignment and verbal presentation.
Major Topics (Syllabus Outline)	<p>Topics will include human resources management, ethics, cultural competency, business planning and development, accounting/finance administration, microeconomics, personal finance, marketing, operations management, business and health law, entrepreneurial skills, leadership and personal development as an optometrist.</p>	
Relationship to Other Courses within the Program	<p>This course is a key part of the overall Optometry program and is an opportunity for students to develop skills that will complement their clinical science knowledge and clinical practice skills.</p>	

4. Rationale and Strategies Underpinning the Course

<p>Teaching Strategies</p>	<p>The course consists of a 9-week program delivered via two, two-hour compulsory lectures each week. The Teaching Strategies are the ways in which the Learning Outcomes are achieved. To maximise learning effectiveness, a number of strategies are used in this course to encourage critical thinking and an in-depth understanding of the topics and issues. This course consists of a combination of didactic and self-directed home study. Throughout this course we use:</p> <ul style="list-style-type: none"> • the course content to develop an understanding of business acumen in a professional optometric environment • the course content to explore the range of business opportunities available to optometrists • the course content to explore the understanding of cultural competency in healthcare • the internet to build on the material presented in class, including Discussion Forums • invited lecturers to discuss the concept of business strategy and discuss broader issues relating to optometric practice establishment and on-going management • invited lecturers to introduce you to the range of opportunities available to an optometrist within the profession
<p>Rationale for learning and teaching in this course</p>	<p>This course facilitates the development of business and professional skills in optometry. Over the 9 weeks, the course covers a wide range of practice models. Teaching and learning strategies will encourage the use of knowledge to integrate the combination of clinical practice with business practice. Students will be encouraged to have a holistic position and to consider the role of the optometrist as an eye-care provider, humanitarian, clinician, human resources manager and business developer.</p>

5. Course Schedule

Some of this information is available on the [Online Handbook](#) and the [UNSW Timetable](#)

Week	Lecture Topic (Monday 2 to 4pm) (Presenters)	Lecture Topic (Thursday 2 to 4pm) (Presenters)	Assignment Submission dates (see also 'Assessment Tasks & Feedback')
Week 1 commencing 16 September 2019	None: continuing Preceptorship Program	None: continuing Preceptorship Program	None: continuing Preceptorship Program
Week 2 commencing 23 September 2019	Course introduction; The life of an Optometrist including various career choices (Donna La Hood, guest speakers)	The optical landscape – life-cycle of a graduating optometrist; The realities of starting and running a practice (Donna La Hood, guest speakers)	Task 2 (in class MCQs)
Week 3 commencing 30 September 2019	Business in Optometry: the business operating cycle including advertising, marketing, finances, profit and loss; Independent practice in a group environment (Donna La Hood, guest speakers)	Business in Optometry: Franchising; Business in Optometry: Corporate Optometry – the big picture (Donna La Hood, guest speakers)	Task 1 (Part A) Task 2 (in class MCQs)
Week 4 commencing 07 October 2019	Public Holiday	Ethics, legalities and practicalities out in the real world: Health funds and fraud; Medicare in optometry; Legal responsibilities, dispute resolution, CPD, State Act, Federal law (Donna La Hood, guest speakers)	Task 2 (in class MCQs)
Week 5 commencing 14 October 2019	Rural optometric practice and lifestyle; Ethics in a professional environment (Donna La Hood, guest speakers)	Ethics in a professional environment; Keeping safe in optometric practice (Donna La Hood, guest speakers)	Task 1 (Part B) Task 2 (in class MCQs)
Week 6 commencing 21 October 2019	Recent graduate experience, Making the transition (Donna La Hood, guest speakers)	The life of an Optometrist including various career choices; Special interests in optometry – more than just a degree (Donna La Hood, guest speakers)	Task 2 (in class MCQs)
Week 7 commencing 28 October 2019	Low Vision EXPO: Blindness prevention, Low vision and available services – how to get involved (Sharon Oberstein, guest speakers)	Low Vision EXPO: Blindness prevention, Low vision and available services – how to get involved (Sharon Oberstein, guest speakers)	Task 2 (in class MCQs)
Week 8 commencing 04 November 2019	Shared care philosophy for optometry and medicine (Michael Hennessy, guest speakers)	Shared care philosophy for optometry and medicine (Michael Hennessy, guest speakers)	Task 2 (in class MCQs)
Week 9 commencing 11 November 2019	Cultural competency in optometry: introduction (Donna La Hood)	Cultural competency in optometry: panel discussion (Donna La Hood, guest speakers)	Task 1 (Part C)
Week 10 commencing 18 November 2019	Cultural competency in optometry student presentations (Donna La Hood)	Cultural competency in optometry student presentations (Donna La Hood)	Task 3 (Discussion Forum tasks, student presentations)

6. Assessment Tasks and Feedback

Task	Knowledge & abilities assessed	Assessment Criteria	% of total mark	Date of		Feedback		
				Release	Submission	WHO	WHEN	HOW
Task 1 (individual) <ul style="list-style-type: none"> ➢ 700 to 800 words (Part A) ➢ 350 to 450 words (Part B) ➢ 1300 to 1500 words (Part C) 	<ul style="list-style-type: none"> • Research • Enquiry and analytical thinking • Critical analysis 	<ul style="list-style-type: none"> • Ability to integrate information from the course and from the literature where appropriate • Ability to produce an in-depth, contemporary and interesting discussion of the topic • Quality of referencing 	5% (Part A) 5% (Part B) 30% (Part C)	23 Sept 04 Oct 14 Oct	04 Oct 14 Oct 11 Nov	Donna La Hood Donna La Hood None	11 Oct 21 Oct None	Mark/Formative Mark None
Task 2 (individual) <ul style="list-style-type: none"> ➢ Multiple choice questions at the end of each lecture session 	<ul style="list-style-type: none"> • Content of class presentations and/or pre-reading material 	<ul style="list-style-type: none"> • Completion of in-class multiple choice questions with correct answer • Evidence of knowledge gained from the presentation 	30%	In class	In class	Donna La Hood	11 Oct	Formative
Task 3 (individual) <ul style="list-style-type: none"> ➢ 400 word article review ➢ 400 word comment on a colleague's review ➢ 2 minute presentation of your article review and/or cultural competency comment 	<ul style="list-style-type: none"> • Knowledge of course content • Article review and critical analysis • Understanding of the need for delivering healthcare while considering cultural, religious, language and socio-economic diversity per the NHMRC cultural competency requirements* • Ability to recognise the relationship between personal attitudes/biases/assumptions and patient interactions¹ 	<ul style="list-style-type: none"> • Participation in on-going discussion forum • Demonstration of commitment to the course and interaction with the moderator 	30%	11 Nov 11 Nov 11 Nov	18 Nov 24 Nov 18 Nov, 21 Nov	Donna La Hood Donna La Hood Donna La Hood	None None None	None None None

* Optometry Australia Entry-Level Competency Standards for Optometry 2014; Patricia M Kiely and Jared Slater; Clin Exp Optom 2015; 98; 65-89 and National Health and Medical Research Council. Cultural Competency in health: A guide for policy, partnerships and participation. http://www.nhmrc.gov.au/_files_nhmrc/publications/attachments/hp19.pdf accessed October 22 2013

7. Additional Resources and Support

Text Books	There is no set text for this course.
Course Manual	Copies of presentations/handouts, where possible, will be available on Moodle.
Required Readings	Compulsory reading lists, as specified by the lecturers throughout the session, will be available on Moodle.
Additional Readings	Optional readings as specified by the lecturers throughout the session will be available on Moodle.
Recommended Internet Sites	Recommended internet sites as specified by the lecturers throughout the session will be available on Moodle.
Societies	NA
Comp Lab/Study Spaces	NA

8. Required Equipment, Training and Enabling Skills

Equipment Required	None required.
Enabling Skills Training Required to Complete this Course	<p>None.</p> <p>If needed, help with English writing and oral delivery (including grammar and expression) can be found at:</p> <ul style="list-style-type: none"> ➤ Learning Centre (http://www.lc.unsw.edu.au/) ➤ ELISE (http://subjectguides.library.unsw.edu.au/elise/aboutelise) for help if needed..

9. Course Evaluation and Development

Student feedback is gathered periodically by various means. Such feedback is considered carefully with a view to acting on it constructively wherever possible. This course outline conveys how feedback has helped to shape and develop this course.

Mechanisms of Review	Last Review Date	Comments or Changes Resulting from Reviews
Major Course Review	2019	<p>The major program changes from the 12 week 2018 course to the 9 week 2019 course include:</p> <ul style="list-style-type: none"> ➤ Removal of a 15 minute break between in-class hours 1 and 2 at each of the 2 weekly sessions ➤ Relocation of administration discussion at each session to the Course Moodle site ➤ Decrease the in-class MCQ time from 30 minutes to 15 minutes at each of the 2 weekly sessions
myExperience	2019	This year's course will include changes based on the feedback obtained from the previous year's student cohort via myExperience
Other	2019	Face to face student feedback via discussion with Course Convener

10. Administration Matters

<p>Expectations of Students</p>	<p>Attendance at both the 2 hour weekly lecture sessions is compulsory for the following reasons:</p> <ol style="list-style-type: none"> 1. Guest presenters have been invited to come in and share their expertise and will provide information not accessible from other sources. 2. The Task 2 assessment component of this course will require completion of multiple choice questions on-site at each 2 hour session. <p>Attendance at compulsory course components will be monitored by taking a roll and asking attendees to sign an attendance register.</p> <p><u>Attendance registers:</u></p> <p>In courses where signature on an attendance register is used to monitor attendance, all enrolled students must provide a specimen signature on a central School register by the end of the first week of semester. The central register will be overseen by Dr Dale Larden/Paul Zytnik. Please bring your student card with you when providing your specimen signature. Only one variant of your signature may be used on the central register and on all attendance registers.</p> <p>If your signature does not appear on an attendance register for a compulsory course component, or if the signature on the attendance register does not match the signature on the central register, it will be assumed that you were absent from the compulsory course component.</p> <p>Attempts to falsify the central register or attendance registers will be managed under UNSW Student Misconduct Procedures: https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf</p> <p>The University uses email as an official form of communication for students. All UNSW students have their own email account. The School of Optometry and Vision Science will also make use of this form of communication.</p> <p>It is extremely important that you know how to use your Zmail and ensure that you check it regularly. You are advised to link your official UNSW email address to your habitual email address (e.g. Hotmail). You will miss vital information from the School and University if you do not check your Zmail.</p> <p>For more information or if you are having connection/access problems, see: IT Service Centre at www.it.unsw.edu.au/, Telephone: 02 93851333, Email: itservicecentre@unsw.edu.au</p>
<p>Assignment Submissions</p>	<p>Task 1A, Task 1B, Task 1C and Task 3 assignments should be submitted via Moodle (electronic submission) by the submission date noted in Section 6 (Assessment Tasks and Feedback) of this Course Outline.</p> <p>The School Policy on Submission of Assignments (including penalties for late assignments) and the Assignment Attachment Sheet are available from the School office (RMB3.003) and the School website at: https://www.optometry.unsw.edu.au/current/policies-and-procedures</p>
<p>Work Health and Safety</p>	<p>Information on relevant policies and expectations is provided during General Safety Induction training. A copy of the Induction booklet distributed at this training is available from the School of Optometry and Vision Science office (RMB3.003) and the School website at: https://www.optometry.unsw.edu.au/whs/work-health-and-safety</p>

**SCHOOL OF OPTOMETRY AND VISION SCIENCE, UNSW
SUPPLEMENTARY EXAMINATION INFORMATION, 2019**

There are two circumstances whereby a supplementary examination may be granted:

1. COMPETENCY IN DOUBT:

Students whose competency level is in doubt after the final examination(s) may be eligible to sit a supplementary examination in the course(s) concerned. Please check the School website for this information.

2. SPECIAL CONSIDERATION:

On some occasions, sickness, misadventure or other circumstances beyond your control may prevent you from completing a course requirement, such as attending a formal end of semester examination. In these cases you may apply for Special Consideration. UNSW operates under a Fit to Sit/ Submit rule for all assessments. If a student wishes to submit an application for special consideration for an exam or assessment, the application must be submitted prior to the start of the exam or before an assessment is submitted. If a student sits the exam/ submits an assignment, they are declaring themselves well enough to do so. The application must be made via Online Services in myUNSW. Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration. Submit the application (including supporting documentation) to UNSW Student Central.

CHRONIC ISSUES AND PRE-EXISTING CONDITIONS

If you have chronic issues and pre-existing conditions, we recommend you apply for Educational adjustments for disability support through Disability Services. Register for Disability Services at <https://student.unsw.edu.au/disability-registration>

Absence from a final examination is a serious matter, normally resulting in a Fail (FL) grade. If you are medically unfit to attend an examination, YOU MUST CONTACT THE SCHOOL DIRECTLY ON THE DAY OF THE EXAMINATION TO ADVISE OF THIS (telephone 02 9385 4639, email: optometry@unsw.edu.au). You must also submit a Request for Special Consideration application as detailed on the UNSW website: <https://student.unsw.edu.au/special-consideration>.

It is the responsibility of the student to consult the web site or noticeboard to ascertain whether they have supplementary examinations. This information WILL NOT be conveyed in ANY other manner. Interstate, overseas or any other absence cannot be used as an excuse.

This information will be available on the School web site at <http://www.optometry.unsw.edu.au> (do not confuse the School website with the myUNSW website) and posted on the notice board on Level 3. This information will be available as soon as possible after the School Examination Committee meeting.

SUPPLEMENTARY EXAMINATIONS FOR 2019 WILL BE HELD AS FOLLOWS:

FOR TERM 1:

- STAGE 1-4* COURSES: FRIDAY, 24 MAY 2019 – SATURDAY, 25 MAY 2019
- THERE WILL BE NO SUPPLEMENTARY EXAMINATIONS FOR STAGE 5 STUDENTS IN TERM 1 2019

FOR TERM 2:

- STAGE 1-3 COURSES: FRIDAY, 6 SEPTEMBER 2019 - SATURDAY, 7 SEPTEMBER 2019
- STAGE 4* COURSES: FRIDAY, 6 SEPTEMBER 2019
- THERE WILL BE NO SUPPLEMENTARY EXAMINATIONS FOR STAGE 5 STUDENTS IN TERM 2 2019

FOR TERM 3: (Update on Stage 1-4 Courses)

- STAGE 5 COURSES ONLY: DURING THE WEEK OF MONDAY, 9 DECEMBER 2019 – FRIDAY, 13 DECEMBER 2019.
- STAGE 1-4* COURSES: THURSDAY, 19 DECEMBER 2019, FRIDAY, 20 DECEMBER AND SATURDAY, 21 DECEMBER 2019.

Supplementary examinations will be held at the scheduled time only. If students who are granted supplementary examinations do not attend, a failure will be recorded for that course. Students should not make travel arrangements, or any other commitments, before establishing whether or not they have supplementary examinations. Ignorance of these procedures, interstate, overseas or any other absence will not be accepted as an excuse. But usual Special Consideration still applies. If additional assessment is not scheduled, this does NOT indicate whether or not a student has passed or failed the course. Results will be received in the usual way. Please do not contact the School in this regard. Please note the above applies to OPTM and VISN courses only. Any information on supplementary examinations for servicing courses (e.g. CHEM****) is the responsibility of the School conducting the course.

* Stage 4 includes courses in the first year of the MCLinOptom program.

Equity and Diversity	Those students who have a disability or are dealing with personal circumstances that affect their study that requires some adjustment in their teaching or learning environment are encouraged to discuss their study needs with the course Convenor prior to, or at the commencement of, their course, or with the Equity Officer (Disability) in the Equity and Diversity Unit (9385 4734 or http://www.studentequity.unsw.edu.au/). Issues to be discussed may include access to materials, signers or note-takers, the provision of services and additional exam and assessment arrangements. Early notification is essential to enable any necessary adjustments to be made. <i>Information on designing courses and course outlines that take into account the needs of students with disabilities can be found at: https://teaching.unsw.edu.au/accessibility-tips</i>		
Student Complaint Procedure	School Contact Prof. Helen Swarbrick h.swarbrick@unsw.edu.au Tel: 9385 4373	Faculty Contact Prof Simon Killcross Acting Deputy Dean (Education) s.killcross@unsw.edu.au Tel: 9385 3034	University Contact Student Integrity Unit (SIU) studentcomplaints@unsw.edu.au Tel: 02 9385 8515,
University Counselling and Psychological Services	Information on Counselling and Psychological Services [CAPS] is available at: https://www.counselling.unsw.edu.au/ Tel: 9385 5418		

11. UNSW Academic Honesty and Plagiarism

What is Plagiarism?

Plagiarism is the presentation of the thoughts or work of another as one's own. Examples include:

- direct duplication of the thoughts or work of another, including by copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person's assignment without appropriate acknowledgement;
- paraphrasing another person's work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed. †

For the purposes of this policy, submitting an assessment item that has already been submitted for academic credit elsewhere may be considered plagiarism. Knowingly permitting your work to be copied by another student may also be considered to be plagiarism. Note that an assessment item produced in oral, not written, form, or involving live presentation, may similarly contain plagiarised material. The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does *not* amount to plagiarism. The Learning Centre website is main repository for resources for staff and students on plagiarism and academic honesty.

These resources can be located via <https://student.unsw.edu.au/plagiarism>

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle

† Adapted with kind permission from the University of Melbourne