

Study to **suit** the way you live

> AeU's self-paced learning offers you the freedom to fit your studies around your life

THE thought of studying with the demands of family and work can be daunting for most people. At Asia e University (AeU), they understand juggling work, life and study can be complicated. That is why they developed an online learning platform that fits study around you and your lifestyle.

AeU MBA graduate, Amy Chen Yen Jiin, a mother of a nine-year-old boy and seven-year-old girl is a marketing manager of Anakku Sdn Bhd who understands well enough to share her Master of Business Administration (MBA) journey. She enrolled in AeU in 2015 and graduated in October 2016. So how did she manage to fit her studies around her lifestyle?

Amy says, "My dream of achieving an MBA degree started 15 years ago. My study was delayed due to family commitments and financial issues. I could not afford to stop work after completing an undergraduate education and has been working for a few retail organisations for more than 20 years since. My work as a marketing manager requires me to travel outstation or overseas. After much research, I was excited when I found AeU as the best and most affordable in fulfilling my aspirations due to its flexible learning and having one class per subject per month. Besides, I needed

more business knowledge to enhance my career.

"My spouse who is also working initially objected to my MBA pursuit, thinking I might neglect my family, but he changed his mind when he saw the positive changes in me as I became more confident and cheerful," she adds.

Some of Amy's criteria in furthering her study options were AeU's flexibility and extensive-excellent learning resources. AeU's personalised online learning platform, myPLS gave her the opportunity to complete and submit her assignments anytime, anywhere to fit in her schedules. The easy access to information through myPLS is AeU's innovative technology that allows Amy to learn alongside other global professionals around the world.

"Despite busy juggling my work, family and study, I enjoyed my MBA journey and felt great satisfaction. Besides the knowledge gained, I could apply the theories learnt over 20 months to my work. Although I had 20 years of work experience, yet the MBA course was an eye opener to enable me to explore different dimensional views," she testifies.

Throughout Amy's studies whether at home or abroad, she didn't feel isolated or lonely because she was surrounded by helpful lecturers, supportive staff and caring course mates. She enjoyed attending the once a month tutorial which was optional because she could share her experiences and exchange ideas with her peers whom she networked during the class and connects via a WhatsApp group. At times when her loved ones fell ill, Amy relied on her supportive husband to help out with chores and mind the kids but despite being pressed for time, she was able to get her assignments done.

"I had my fair share of struggles during my MBA journey. I have to face many challenges to complete my studies. Many may be tempted to give up at the first sign of difficulty. It was very tough at first, managing work and family obligations while studying. But eventually, I learnt to prioritise, plan my daily and monthly schedules and strategised way ahead so that I can spend quality time with my family. Being realistic during times when my priorities changed helped me get through the

process of finding a balance between expectations. You need to set clear expectations for yourself," she adds.

"Perseverance, self-motivation and good time management were success factors that helped me juggle my commitments and graduate in time for my convocation. I am thankful to my lecturers, caring course mates and supportive husband," she admits.

"Prospective students should think about their right source of motivation to study. Is it for self-development or career enhancement? When the going gets tough, will you stay on track and follow through your passion to achieve your dream? If you

know how to make it work, studies can come with great life experiences that are self-fulfilling too," she said.

"My MBA education not only helped me to contribute better to my current job but helped me to be an important role model for my kids. If I can do it, so can everyone. However, it is not the end but the beginning of another chapter in my life because I am planning to pursue my PhD (Business Administration) degree soon. AeU's unique, flexible approach to learning means you don't have to put your life on hold to get a qualification," concludes Amy with a smile.

Register now for the September 2017 intake. However, intakes for all postgraduate research programmes are open throughout the year. For more information, visit www.aeu.edu.my, email: enquiries@aeu.edu.my or call toll free 1-300-300-238.



Amy, marketing manager of Anakku Sdn Bhd with her family, is an MBA graduate from AeU.