

# All in the family for AeU

> Innovative distance-learning programme keeps him productive despite his advancing years

If there was one brand that Murugasu Kathiah's whole family embraced entirely it would be Asia e University (AeU) because four members of his family have studied there, and he is only too keen to enrol his son for a programme there next year.

How did this story of brand loyalty begin for the 54-year-old? It all began with his love for teaching; it has long been in his blood, he says. A trainer with Telekom Malaysia for over 20 years, Murugasu followed his heart by becoming a lecturer in 1999. Before that he had completed his diploma in accounting in 1977, which was followed by his Bachelor in Science (Finance & Accounting) in 2006.

His extensive experience in the corporate world allowed him to secure jobs at numerous colleges and international schools. But he came to realise he simply had to further his own studies in order to advance in his career. And it was this decision that led him to AeU a few years ago, and currently he is in the process of completing his Master's degree in Business Administration (MBA) at the university.

"People often asked me if I were too old to study and I'd always tell them that the academic world is my true desire, and one is never too old to follow their desire," Murugasu says.

AeU is widely recognised as a progressive university that is popular among professionals seeking postgraduate education that offers flexibility. Its postgraduate school has provided



The family with the AeU experience... Murugasu (left) at a family celebration with Sheela who is carrying her daughter, Ruvesha, and her husband, Eswaranathan. The other woman is Murugasu's wife.

education to some 1,500 homegrown and foreign professionals since its inception in 2008.

"As an adult learner, I truly benefit from the arrangement that AeU offers," Murugasu says. "The facilities such as online library, as well as the video and audio materials, have given me the liberty to study in my own preferred time and space," he explains.

Echoing similar views is his daughter, Shagesheela Murugasu. Following her father's footsteps, Sheela is also a lecturer by profession.

Having completed her MBA with a major in international business at AeU, the 28-year-old is surely in the position to claim that the university's programmes are highly

suitable for working adults with busy lifestyles.

"In my case, distance learning was the most preferred option as I travelled overseas frequently. The programme suited my busy schedule. I was able to correspond with the university from wherever I was," says Sheela, who completed her programme in June 2011.

Murugasu and Sheela first heard of AeU from Sheela's husband, E. Eswaranathan, who is currently pursuing his doctorate in the same university.

Now, the plan is to enrol his son, Yogasarma in AeU next year, making the son the fifth member of the family to experience tertiary education at AeU (the fourth person being a cousin).