

BY BERNARD CHEAH

ADVANCING in career through post-graduate studies is a journey of improving one's knowledge as well as management qualifications.

This statement is true for pharmacy development manager Selvi Kausiliha Vijayan, who studied at the Asia e University (AeU) and graduated with a Master of Business Administration (MBA) and is currently pursuing her Doctor of Philosophy (PhD) at AeU. Having worked in the corporate industry for three years, including three years in the retail pharmaceutical industry, she was inspired to take up the MBA to earn an "advantage edge" as the industry had been growing very competitively.

"However, looking for the right university was almost a battle for me. I explored many universities that were close to me in Johor Baru, sad to say that many of them could not provide the flexibility I needed for a part-time MBA.

"Somehow, I found Asia e University (AeU) through an internet search and visited the AeU campus during one of my visits to Kuala Lumpur," she said.

Selvi added that once the course consultant ran through the programme structure with her, she was instantly happy to know that AeU not only offered the flexibility needed, but she was able to study fully online without attending classes.

Selvi Kausiliha Vijayan.



The right choice

> Selvi Kausiliha Vijayan shares two programme journeys with AeU

"After considering many aspects, I enrolled myself into AeU in September 2012," she said.

"Indeed, I would say it was a wonderful learning curve. Learning online and interacting with lectures online gave me numerous ideas of expanding my skills and professional insights," she added.

Being an MBA graduate, Selvi felt it made her more innovative in her job and decision making, as well as developed her management and leadership skills.

Selvi noted that AeU's support system helped through the course.

"Although I struggled to manage my time for studies, things are made really convenient as I can study independently online, contact peers through forum rooms and even sat for my written exams in Johor Baru itself rather than in Kuala Lumpur.

"Towards the end of the course, I had the opportunity to attend some classes and be real with the learning environment," she said, adding that she could engage with peers from different industries – which created a platform for network and sharing experiences.

"It was not only a learning process but also an eye opener to the real corporate world," she said, noting that the MBA helped developed her professionally and enhanced her personal growth.

Once she graduated with her MBA, Selvi decided to

pursue her Doctor of Philosophy (Business Administration) focusing on consumer behaviour in the university in May 2015.

"With the support of my helpful supervisor and AeU's management learning system known as myPLS (my Personal Learning Space) and AeU Knowledge Centre or digital library, I believe I am able to complete my goals and manage my time wisely with flying colours!

"With my recent decision to switch to the education industry, doing a doctorate is definitely a worthy investment for my future profession," she added.

AeU is a collaborative multinational university established under the patronage of the 34 Asia Cooperation Dialogue Countries (ACD), where all its academic programmes are internationally benchmarked, and approved by the Education Ministry.

Since its establishment in 2007, AeU has an

enrolment of more than 22,000 students from 65 countries and over 7,000 graduates.

AeU also has a diverse and international community of over 1,000 fellow doctoral students from 46 countries who are making a difference around the world.

For entry into the Master's programmes, besides the normal entry requirements of having a minimum recognised Bachelor's Degree or equivalent, applicants can now gain university admission by applying through an alternative route via APEL (Accreditation of Prior Experiential Learning) entry.

Though registrations are open based on the month of intakes, registrations for all postgraduate (by research) programmes are open throughout the year.

For further enquiries, call 1300 300 238, or visit www.aeu.edu.my