



Marketing manager and AeU DBA student Chen with her family.

Self-paced study for professionals

WORKING adults who harbour dreams of pursuing a doctorate degree may find the prospect daunting because of their obligations to family and work.

Understanding that juggling work, family life and studies can be complicated, Asia e University (AeU) offers a highly flexible learning mode so that you can fit your studies around your priorities without putting your life on hold.

AeU's Doctor of Business Administration (DBA) programme is designed for the professional who aims to not only gain a distinguished title and top leadership position but also make significant contributions in her area of expertise. This increasingly popular programme is offered as a combination of coursework and independent research.

Equivalent in status to a Doctor of Philosophy (PhD), the programme encourages the development of doctorate-level critical thinking, research and decision-making skills that will help you revolutionise your chosen field and thrive in a world of adaptive leadership that is highly uncertain and challenging.

The programme offers an immersive online learning experience with live face-to-face classes and real-time discussions, creating a vibrant social network that enables you to study and interact with professors, facilitators and fellow classmates, some of whom live and work abroad.

Amy Chen Yen Jjin is a 2016 graduate of AeU's Master of Business Administration and marketing manager of Anakku Sdn Bhd. Her passion in exploring different dimensional views to enhance her business skills culminated in her decision to enrol in AeU's DBA programme.

Chen says, "My work requires me to travel locally and abroad. I am usually busy trying to cope with my work, family and studies. AeU has the best flexible-learning mode and extensive learning resources that enable me to manage my work and studies.

"I faced my fair share of struggles during my master's, which was tough at first. Eventually, perseverance, self-motivation and good time management were the success factors that helped me juggle my commitments.

"Now, I am an expert in managing work and family obligations while studying. Prioritising and strategising in my daily and monthly schedules enables me to schedule quality time with my family. Being realistic during the times when my priorities change helps me get through the process of finding a balance among expectations.

"Unexpected events can upset my work and study schedules. When loved ones fall

ill, taking time off work to care for them and then returning to an increased workload at the office can impact my work and studies.

"I rely on my supportive husband to help out with chores and mind the kids. Despite being pressed for time, I am pleased that I am able to get my assignments done.

"I am currently enjoying the DBA course, which is new and eye-opening to me. Whether at home or abroad, I do not feel isolated or lonely because I can easily interact with the supportive and caring academic facilitators, staff and coursemates.

"I enjoy attending the once-a-month tutorial sessions because I can share my experiences and exchange ideas with my peers. I network with them during classes and we keep in touch via a Whatsapp group.

"Embarking on this course was the beginning of a new chapter in my life. My postgraduate studies not only help me to contribute better to my current job but have made me an important role model to my children. If I can do it, anyone can.

"I am determined to stay on track and follow through with my passions to achieve my dream. If you know how to make it work, postgraduate study can come with great life experiences that are self-fulfilling."

About AeU

AeU is a collaborative, multimode university that was established in 2008 under the auspices of the 34 countries in Asia Cooperation Dialogue. AeU was awarded 4 Star: Very Good status in the Rating for Higher Education Institutions in Malaysia 2017 – the best among open and distance learning universities in the country.

AeU's myPLS is a personalised online learning platform that gives students easy access to information and allows students to learn anytime, anywhere alongside other professionals around the world. AeU has an extensive online library collection that includes e-books, journals and e-theses.

In just 10 years, AeU's cumulative student population, which is spread over 84 countries, has exceeded 29,000. The students of AeU enjoy a quality, immersive and personalised education experience that is flexible, relevant and available anytime, anywhere. More than 3,000 students are enrolled in AeU's programmes at its collaborative partner learning centres in Europe, Asia and Africa.

■ For more information, call 1300 300 238/ 03-5022 3567, e-mail enquiries@aeu.edu.my or apply to AeU's September intake at www.aeu.edu.my