

Top choice for working professionals

> AeU students enjoy an immersive personalised education

RESearch shows that Asia e University's (AeU) postgraduate degrees are highly sought after by local and international working professionals. All its programmes are "flexible", delivered online which allows students to plan and accommodate their studies, lifestyle, career, family and personal commitments.

Dr Sheila Cheng Chuen can attest to this. Cheng, who is the dean of the university's Faculty of Business, Hospitality and Communication Studies, graduated with a PhD (Education) from AeU in 2014.

"There were many reasons why I chose to pursue my PhD in Education at AeU. The most important was that the programmes are internationally benchmarked with numerous top notch universities across the world and approved by the Malaysian government," said the mother of two.

"Besides, AeU has a team of highly qualified professional academic staff. Prof Siow Heng Loke, a research expert, was my supervisor and a great mentor to me. I also

received advice from the late Prof Dr Chang Lay Hoon, who taught and inspired me to enhance my thesis by adopting qualitative approach in my data analysis. I am proud to be recognised as one of her disciples," Cheng shared.

A huge advantage is seen in AeU's digital library which is equipped with a wide collection of e-books, journals, e-thesis titles, magazines and news articles, accessible across the world. These rich resources were a tremendous help to Cheng's research.

"As a working adult with family commitments, my biggest challenge was time management. Conducting research calls for a lot of private learning time and it was a challenge to find periods between a full-time job, family commitments and social life. Even though it was nearly impossible, I persevered and I am glad I was constantly motivated and supported by my supervisor, family and friends," Cheng informed.

The most rewarding part of her PhD journey was learning that she passed her viva voce. "My PhD struggles can be described in four words – blood, sweat, tears and coffee. My advice to those who wish to embark on a PhD programme is 'half the battle is won if you have an experienced supervisor who can work with you'," says one who has done it.



A PhD graduate of AeU, Cheng is now a faculty dean.

Cheng also adds that even with an excellent database of online resources accessible anytime, anywhere, one needs to manage time effectively. "You need strong determination and perseverance to complete your studies," she adds.

AeU is a collaborative multi-mode university established in 2008 under the 34 Asia Cooperation Dialogue (ACD) countries. It was ranked a "Very Good" university by the 2017 Setara Ranking, and emerged at the top, among open and distance learning universities in Malaysia.

AeU students enjoy an immersive personalised education that provides for flexibility, regardless of geographical locations. Today, AeU has over 16,000

graduates worldwide. More than 3,000 students are taking its programmes at its collaborative learning centres abroad in the Middle East, Europe, Asia and Africa.

AeU offers research degree programmes such as the Master of Science (Management) and PhDs in Business Administration, Finance, Humanities, Education, Information and Communication Technology. Intakes for all postgraduate research programmes are open throughout the year.

For enquiries, call 1300 300 238 / 03-5022 3456 / 013-350 7270, email enquiries@aeu.edu.my or apply online at www.aeu.edu.my