

# Is it wise to study and start a business too?

**My father wants to sponsor me for a master's degree, but I want to start business. What is the best option?**

**Dear Emerson,**

You can do both. Following the liberalisation of the education sector and the accompanying stiff competition for students, many tertiary institutions have campuses in urban centres that have flexible study programmes targeting the working class.

They offer evening and weekend class programmes specifically designed for students with full time jobs or

business responsibilities and can not afford to study on full time basis.

Shop around for a study programme that best suits your schedule in a location near your business to minimise time spent in traffic. Choose a masters degree that is relevant to the business you plan to undertake.

Having a business will give you a chance to practice what you are learning as you will have a platform to implement what you are studying in your masters class. You will also have a broader perspective and better appreciation of the business concepts being taught compared to your unexposed classmates.

**You can balance  
business and studies  
at the same time**

