

## AeU's industrial doctorate

ASIA e University's (AeU) Industrial Doctorate (IndD) is a doctoral programme that provides opportunities for students and researchers to bridge the gap between industry and university.

The objective of the programme is to establish cooperation among the university, industry and student, on specific research projects that are of high value to the industry and the participating parties.

The IndD programme will create growth in business and facilitate knowledge transfer and networking among the parties involved. It is distinctly different from conventional PhD degrees in terms of mode of

research, but is said to be better suited to the needs of industry, being as it is a vocationally oriented doctorate with industrial relevance.

The four-year part-time programme is highly flexible and able to accommodate candidates from all levels of management.

Participants in the programme focus their research on industrial issues or problems and are jointly supervised by experts from the university and industry.

They are employed by a partnering industry during the entire programme whilst being registered as a doctoral student at AeU.

Therefore one of the main

advantages of the programme is that research is conducted at the workplace. It means that candidates who wish to further their education will not be required to give up their existing jobs.

There are also advantages for the organisation the candidate works for; they will be able to access the valuable knowledge acquired by the student researcher during their studies.

Prof Dr Siow Heng Lok, dean of AeU's School of Graduate Studies, says the programme is based on the existing PhD model with a slant towards industry-based research.

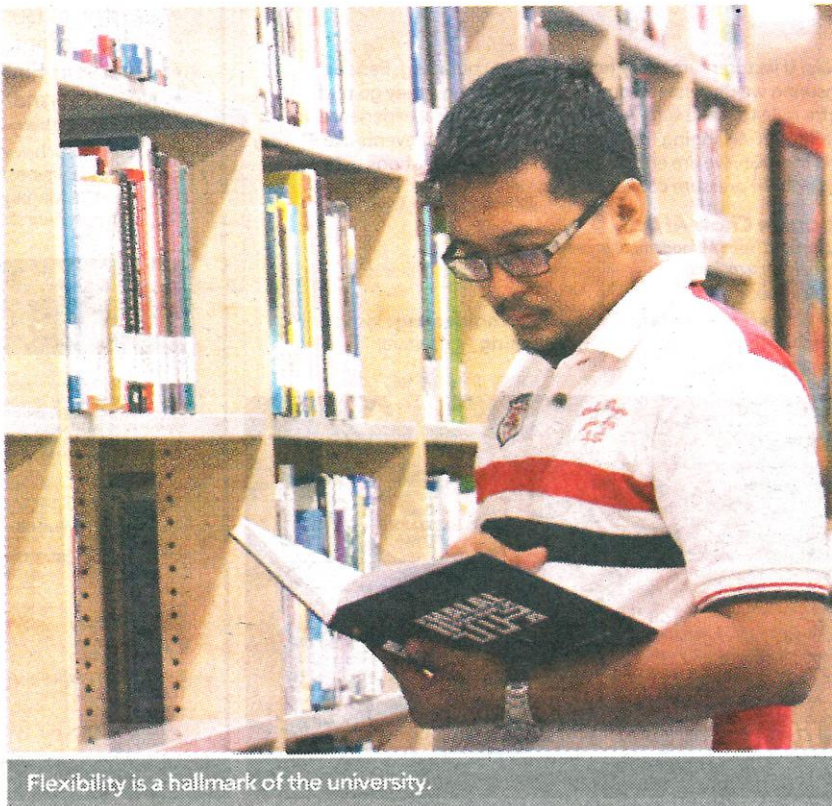
"Candidates are primarily industry practitioners and their doctoral research would focus on industry-related issues.

"The research outcomes should be able to add value to existing industrial practices, tools or policies and contribute to overall development and growth of the organisation and industry," Siow says, adding that the programme is unique as it allows candidates to combine their strengths in academic research and industrial knowledge to come up with innovative solutions that are applicable for industry.

Asia e University, a flexible mode multinational university established under the Asia Cooperation Dialogue, (ACD) aspires to be a leader in the promotion of affordable and quality higher education and lifelong learning.

Through its unique open distance learning model, self-paced learning and flexible study pathways, the university enables working adults to pursue their educational dreams without much disruption to their professional and personal commitments.

For more information, go to [www.aeu.edu.my](http://www.aeu.edu.my)



Flexibility is a hallmark of the university.