

# AeU's industrial doctorate programme

> Highly flexible and accommodates candidates from all levels of management

**T**HE changing global economic landscape has made it critical for countries to strengthen in terms of research and development (R&D) and innovation in order to create a sustainable and adaptable economic ecosystem.

In line with Malaysia's aspiration to become a high-income economy by 2020, the government's aim is for innovation to play a significant role in boosting productivity.

Feasible studies indicated that by increasing the number of researchers with doctorate qualifications, it may result in higher R&D that will lead to a rise in terms of innovation that can propel national economic growth.

The government's target is to have about 60,000 Malaysians with a doctorate qualification by 2023. Towards this end, financial incentives such as MyBrain 15 are in place to encourage Malaysian employees from both private and public sectors to pursue an industrial doctorate programme that is more application-oriented.

Unlike traditional doctorate programmes, an industrial doctorate serves as an alternative that is more inclined to knowledge advancement. The expected outcome of the programme is that the research will add value to the organisation involved, enhancing the organisation's overall efficiency, effectiveness, performance, and profitability. This, in turn, will help the country become more competitive.

The programme also makes it possible for students to earn the title of "Dr" while they are working.

Strategically located in a cosmopolitan setting, Asia e University (AeU) caters to the needs of working students, and provides both full-time and part-time options. The online and blended learning platforms available make learning highly accessible.

The university's School of Graduate Studies (SGS) offers the Industrial Doctorate (IndD) programme that provides opportunities for students and researchers to bridge the gap between industry and university.

The objective of the postgraduate programme is to establish cooperation among the university, industry and the researcher, on specific research projects that are of high value to industry and the relevant parties. The IndD candidate is employed by the industry and at the same time is enrolled at AeU.

The programme will create growth in the business community through the promotion of co-operation on research and innovation between the various parties.

The programme is highly flexible and is able to accommodate candidates from all levels of management. It is a four-year part-time programme where candidates have the opportunity to spend most of their time carrying out the research at their respective organisation.

The programme includes research workshops, research colloquia and research clinics to assist students in their research development.

"The Industrial Doctorate programme is ideal for me as an industrial practitioner as I



Tan says the programme is ideal for him as the research can be conducted at his workplace.

can focus on the research conducted in my workplace. This programme also allows me to combine my expertise in academic research and working knowledge to come up with innovative solutions that are applicable for the industry," says Tan Teik Kheong, an Industrial Doctorate student of AeU.

Tan adds, "My industry-based research will add value not only to my existing job but also to the outcome of industrial practices, tools or policies that will contribute to the overall development and growth of the organisation and the industry."

AeU's Graduate School dean Prof Siow Heng Loke says the programme is unique in nature and is based on PhD model with a slant towards industry-based research. As students conduct the research at their work place, they will have at least two supervisors; one from AeU and the other, from industry. Upon successful completion of their studies, they will receive the Industrial Doctorate degree.

Established in 2007, AeU has grown to become a leading provider of ODL in Malaysia. It has a diverse and international community of more than 910 fellow doctoral students from over 30 countries. Since opening its door in April 2007, the university today has an enrolment of more than 15,000 students in 56 countries, and has graduated over 5,000 graduates thus far.

The university offers more than 40 academic programmes at all levels, ranging from diplomas to PhDs, through five schools, namely the School of Management, School of Education & Cognitive Sciences, School of Information & Communications Technology, School of Arts, Humanities & Social Sciences, and School of Graduate Studies.

In facilitating its publication and research, the university has established the Knowledge Centre which is both physical and digital libraries. Regarded as one of the most comprehensive online libraries in the country, it serves as a custodian of a wide range of resources in print and online format from all over the world, encompassing more than 7,000 titles of printed books and over 100,000 e-books, 71,000 e-journals and 1.6 million e-theses titles.

The university's Preview Day will be held at its main campus (Jalan Sultan Sulaiman, Kuala Lumpur) on May 10, 9am to 1pm.

The university will also feature at the 15th Penang Career & Postgraduate Expo 2014 to be held at the Penang International Sport Arena (Pisa) on May 24 and 25 (10am to 6pm).

It will also participate in Napei's 33rd Malaysian Education Fair at Mid Valley Exhibition Centre, Kuala Lumpur on June 14 and 15 (10am to 6pm) and at Higher Education Fair 2014, also at Mid Valley Exhibition Centre, on July 19 and 20 (10am to 6pm).

Registrations for postgraduate programmes are open throughout the year.

For more details, visit [www.aeu.edu.my](http://www.aeu.edu.my)