

upGrad



# Doctorate of Business Administration

## from Rushford Business School



# TABLE OF CONTENT

About upGrad	1
About Rushford Business School	2
Learning Outcomes	3
Program Learning Objectives	4
Accreditation & Collaborations	5
Program Highlights	6
Faculties	7
Program Curriculum	8
PwC Directorship & Board Advisory Certificate	10
Program Details	15
Glimpse of the upGrad platform	16

# ABOUT upGrad

upGrad is a leading online education platform empowering professionals to reach their full potential through flexible, engaging learning experiences.

We partner with top global universities, including Golden Gate University, Edgewood University, ESGCI International School of Management Paris, Liverpool Business School, Paris School of Business, Liverpool John Moores University, among others to offer a wide range of career-focused programs.

As professionals juggle demanding careers and personal commitments, traditional education often feels out of reach. upGrad bridges this gap by making high-quality learning accessible and practical, so education becomes an enabler, not a hindrance.

To date, upGrad has delivered over 20 million hours of learning, empowering thousands of learners worldwide with the knowledge and skills to advance their careers.

**FAST  
FORWARD**   
YOUR CAREER WITH

**upGrad**

# The upGrad Advantage:

## Six leadership outcomes only we deliver

We provide a full range of post-doctoral services. Much like a concierge, we work tirelessly in the background so you can focus on your doctoral experience, while we open up a bouquet of stellar outcomes for you.

### 1. Boardroom Consultant

Earn a revered PwC Directorship and Board Advisory Certification, and be an officially recognised, force-to-reckon-with, in the eyes of board nomination committees and executive search firms. Signal your fluency across board-level matters to the world of corporate governance. From risk and compliance, to mergers and acquisitions, to environmental and societal governance.



### 2. Published Author

Transform your doctoral dissertation into a book or in a journal, and position yourself as a published thought leader in your domain. Become a top voice even in the real world. Be quoted by trade media, and be invited to panels at conferences. Learn storytelling from published authors. Turn your “someday I'll write a book about this” into today!

#### Published Work by Our DBA Students

The Ethical Compass: An upGrad Learner Explores Decision Science in India's Business Landscape

[Source](#)

Govern Like a Twin: Simulate. Validate. Elevate: says upGrad Learner in his Thesis

[Source](#)

Disruptive Innovation: Why Leading Companies Thrive or Fail

[Source](#)

Frugal Innovation: How Emerging Space Markets are Redefining the Space Race

[Source](#)

### 3. Industry Professor

Give back your entire career's worth of wisdom, and inspire the leaders of tomorrow. Teach as an industry expert, at top universities, by seamlessly pivoting to academia without stepping away from your professional role. Cement your legacy as an icon who not only led the industry but inspired the next generation.

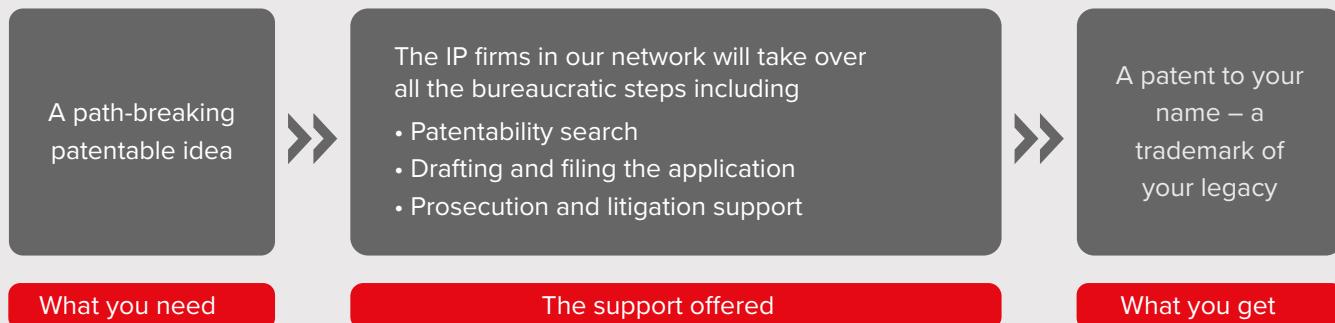
### 4. Product Creator

Get a clear, practical path from tech leaders who've turned ideas into products. Productise your ideas and turn concepts into business growth. Spot opportunities to solve real challenges using emerging tech! Design winning strategies, prototype and pilot quickly with no-code tools to earn leadership buy-in. Track ROI, create impact!

### 5. Patented Innovator

Protect the innovations born out of your doctoral research, with our network of top tier law firms specialising in Intellectual Property. From thorough patentability analysis to defining a unique defensible space, to drafting claims using precise legal language to build an ironclad IP that transforms your brilliance into bankable value.

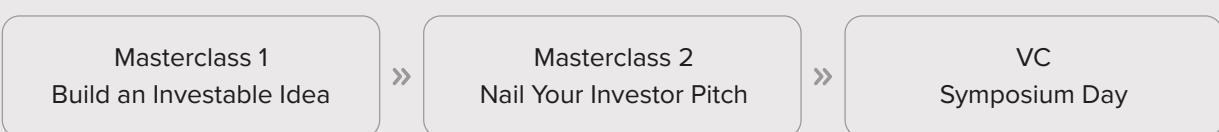
#### The upGrad advantage for Patent Grants



### 6. Funded Entrepreneur

Get direct mentorship from established VCs and Founders. Master the art of pitching your business via Silicon Valley storytelling and business models made to withstand the toughest of investor scrutiny. Then culminate your journey at our exclusive VC Symposium Day where you'll get to pitch to real investors with chequebooks in hand!

#### Your Roadmap from Vision to Venture Funding



\*Certain features may come at an additional cost

# ABOUT RUSHFORD BUSINESS SCHOOL

The Rushford Doctor of Business Administration (DBA) is a 180 ECTS credits doctoral program designed to equip business students, managers, practitioners, and leaders with high-level knowledge, research, and analytical skills so that they can apply these personal and professional attributes to solve the most complex business problems. In contrast to programs at the master level, the DBA program focuses on the application of theory to real-world business challenges. Students are expected to go through a transformative learning process that enhances their research skills, so they view business situations differently with an emphasis on applying research methods and finding solutions that lead to organizational efficiency, growth, and long-term sustainability.

## AIM OF THE PROGRAM

The Rushford DBA program focuses on applied research so that executives, managers, and practitioners can start applying what they learn in Business and the chosen specialization in the program in their organizations in real-time. We focus on ensuring that our

students develop a very high level of expertise in all areas of business and finance. The coursework will also focus on the enhancement of research skills, writing skills, presentation skills, critical and analytical thinking skills, and change management skills.



# LEARNING OUTCOMES

## **The doctoral candidates will be able to:**

- Interpret the existing situation, implement relevant business models to interpret the new scenarios to create new paradigms of knowledge.
- Research and extend existing literature to promote the discipline's evolution to the next level.
- Acquire the body of knowledge in a systematic manner that enables the adequate comprehension and develop in-depth understanding of a discipline under consideration that allows you to evaluate further information in a critical manner.
- Design an appropriate research methodology which synchronizes the philosophical paradigms with the research topic and allows derivation of suitable recommendations which have been justified.
- Create new knowledge and provide recommendations which have been derived with the wider reading and its comprehension in a critical manner, and conduct the analysis using the tools which are appropriate for the collated data.

# PROGRAM LEARNING OBJECTIVES



Apply research methodologies to study the business situations and address business challenges

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Conduct primary and secondary research to understand business challenges

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Apply deep understanding of relevant business and financial theory and practices to predict outcomes

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Develop a high level of command over business communications

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Articulate complex ideas, strategies, plans, and tactics in a clear and effective manner

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Develop a high level of proficiency in creating meaningful reports that use data collection, data cleaning, data interpretation, and engaging reporting with the use of data visualization

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Engage in academic and professional research activities that may lead to publications in Peer Reviewed Journals

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Develop high-level proficiency in applying robust research methodologies, study design, and study conduct in producing a thesis at the end of the program as part of the requirement for the conferring of the doctorate qualification.

# ACCREDITATION & COLLABORATION



## EDUQUA Certified

Rushford is certified by EduQua, which is an agency of the Swiss government to monitor the quality of higher education institutions in Switzerland.



## 5 Star QS Rating

Rushford has received an overall rating of 4 stars in the QS Stars rating system, with 5 stars in online learning and teaching.



## ACBSP Member

Rushford has a membership of Accreditation Council for Business Schools & Programs



## BGA MP

Rushford Business School is Business Graduates Association member



## IACBE Educational Member

Accreditation by the IACBE promotes accountability among institutions by requiring them to regularly assess and report on the effectiveness of their business programs

## Memberships:



## UN PRME Member

PRME equips today's business students with the understanding and ability to deliver change tomorrow.



## AACSB Member

AACSB International is a global association of leaders in education and business dedicated to supporting and advancing quality business education worldwide

# PROGRAM HIGHLIGHTS



7+ Specialization options  
to choose from



Same alumni status as  
on-campus students



1:1 Thesis mentorship  
sessions



Live sessions with Rushford  
Business School Faculty



180 European credit transfer  
and accumulation system

# FACULTIES



**Tufail Syed**  
Founder and President  
at Rushford Business School  
and James Lind Institute



**Dr. Kanika Gupta**  
Chief Academic Officer  
Rushford Business School



**Bradley Joblin**  
Phase I-IIb Study Design and  
Clinical Development Strategy  
Advisor Armstrong Clinical



**Prof. Flavio Gazzani**  
Professor  
at Rushford Business School



**Micheal Epping**  
Director  
Finance2stayGmbH



**Dr. Viana Hassan**  
Business Academic leader  
and Lectures



**Dr. Vincent English**  
Professor of International  
Business and Strategic  
Management

# PROGRAMME

# CURRICULUM

ECTS	Tracks	Courses
30	<b>Business Management Track</b>	Managerial Skills
		Cutting Edge Leadership
		Managerial Economics
		International Business Environment
		Accounting for Financial Reporting
		Strategic Management: Integrating the enterprise
30	<b>Specialization Track</b>	Choose 6 courses from Specialisation track
		Introduction to Academic Research
		The landscape of Literature Review
		Research Design
30	<b>Research Track</b>	Business Statistics
		Designing a quantitative research methodology
		Designing a qualitative research methodology

## ECTS Tracks

## Courses

20	<b>Written Proposal Defence</b>	5000 words
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10	<b>Doctoral Residency</b>
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10	<b>Reflection and Minutes of the meeting with the Supervisor</b>
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10	<b>Report Writing</b>
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40	<b>Written Dissertation and Oral Defence (25000 to 25000 words)</b>
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# PwC Directorship & Board Advisory Certificate

The Directorship & Board Advisory Certification is a specialized executive program designed for professionals aiming to transition into board-level roles. Delivered in collaboration with PwC Academy, this immersive program cultivates strategic thinking, ethical governance fluency, and boardroom confidence through live sessions, real-world simulations, and expert-led masterclasses.

The program comprises approximately 20 hours of live lectures, conducted through masterclasses led by PwC experts. The batch schedule will be communicated to learners well in advance.

## Program Outcomes

### Practical Board Skills:

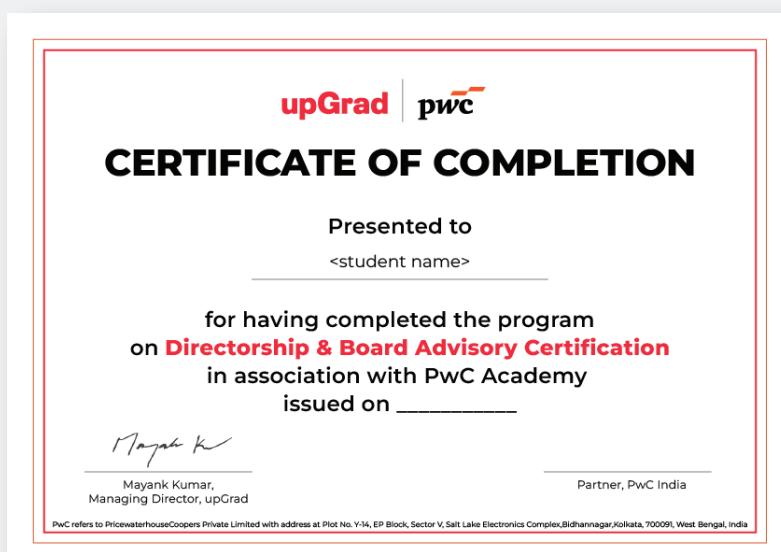
Develop boardroom fluency, strategic thinking, and key frameworks necessary for effective boardroom preparedness.

### Stakeholder Influence:

Learn how to manage stakeholder expectations, enhance investor relations, and ensure strategic alignment with organizational vision and values.

### Governance & Compliance:

Gain deep insights into Indian and global corporate governance standards, legal responsibilities, ethical conduct, and risk mitigation strategies.



# Curriculum Overview



## An Overview of the Modern Board

Introduction to the Board of Directors and modern boardroom dynamics, covering roles and responsibilities, legal obligations, disqualifications, powers, ethical frameworks, “officer in default,” D&O insurance, and other safeguards.



## Corporate Governance, Ethics & Regulatory Frameworks

Explore global and Indian governance standards, best practices, participation frameworks, taxonomy, transparency, integrity, and ESG foundations.



## Finance & Risk for Board Oversight

Understand strategic finance and risk, including directors' responsibilities, red flags in financials, audit committees, internal controls, and related obligations.



## Digital, Cyber & M&A Readiness

Examine the board's role in digital transformation, AI, cybersecurity, and M&A evaluation, including regulator perspectives.



## Independent Directors – Risks and Rewards

Learn about regulatory requirements for Independent Directors, enrollment in the Independent Director Databank, qualifications and disqualifications, code of conduct, related party transactions, and director responsibilities.



## Stakeholder Engagement & Investor Relations

Master stakeholder mapping, effective communication, board dynamics, decision-making processes, investor expectations, and strategic engagement.



## Final Project: Board Simulation & Readiness Presentation

A hands-on simulation project to demonstrate boardroom readiness and application of program learnings.

\*(Topics are indicative and could be subject to minor changes)

# PwC Program Expert for Rushford.

## Manisha Narang



Manisha Narang, Subject Matter Expert, is a sea-soned Company Secretary with over 20 years of expertise in corporate governance, regulatory compliance, board advisory, and cross border business structuring. She specializes in guiding boards, managing risk, enabling regulatory clarity, and supporting M&A, NBFC licensing, and global market entry for leading organizations.

## Shekhar Chopra



Shekhar Chopra, Subject Matter Expert, is a qualified Company Secretary with 15+ years of experience in corporate governance, M&A, board advisory, and regulatory compliance. He has led governance frameworks, board evaluations, risk management, and shareholder engagement across top firms including Deloitte, EY, and SRL

\*List of all faculty teaching in the PwC program will be shared with the students before the start of the sessions

# WHERE RESEARCH MEETS RECOGNITION: PATENTED INNOVATIONS BY OUR LEARNER

At upGrad, we believe in cultivating not just academic research but real-world breakthroughs.

## Why This Is Significant for You:



**Academic to Applied:** Move your research from theory to patent—demonstrating tangible industry relevance.



**Mentorship for Impact:** Benefit from guidance by faculty and industry experts who support you in publishing and protecting your intellectual property.



**Inspiring Legacy:** Your work could become the next highlighted patented innovation on our platform.

Dr. Venugopal Padmanabha, one of our DBA learners, successfully filed a patent on “*A Method for Impacting Leadership Style on Workforce Productivity in IT Captive Centers*,” published in the Indian Patent Journal (Feb 2024). The invention explores how leadership styles directly influence workforce efficiency in IT captive centers.

[KNOW MORE](#)

# PROGRAM DETAILS



## Program Duration

36 months



## Program Start Date

Please refer to the website for the program start dates



## Program Fees

Please refer to the website for the program fee, and connect with our counselor to ascertain your scholarship eligibility



## Eligibility

Bachelor's with 3 year experience or Master's



## Weekly Commitment

15 hrs/week

## Selection Process:



### STEP-1:

#### Complete your Application

Fill the details required for your successful application.



### STEP-2:

#### Review and Shortlisting of Suitable Candidates

The admissions committee will review your application. Upon selection, an offer letter will be sent to you confirming your admission to the Doctorate in Business Administration.

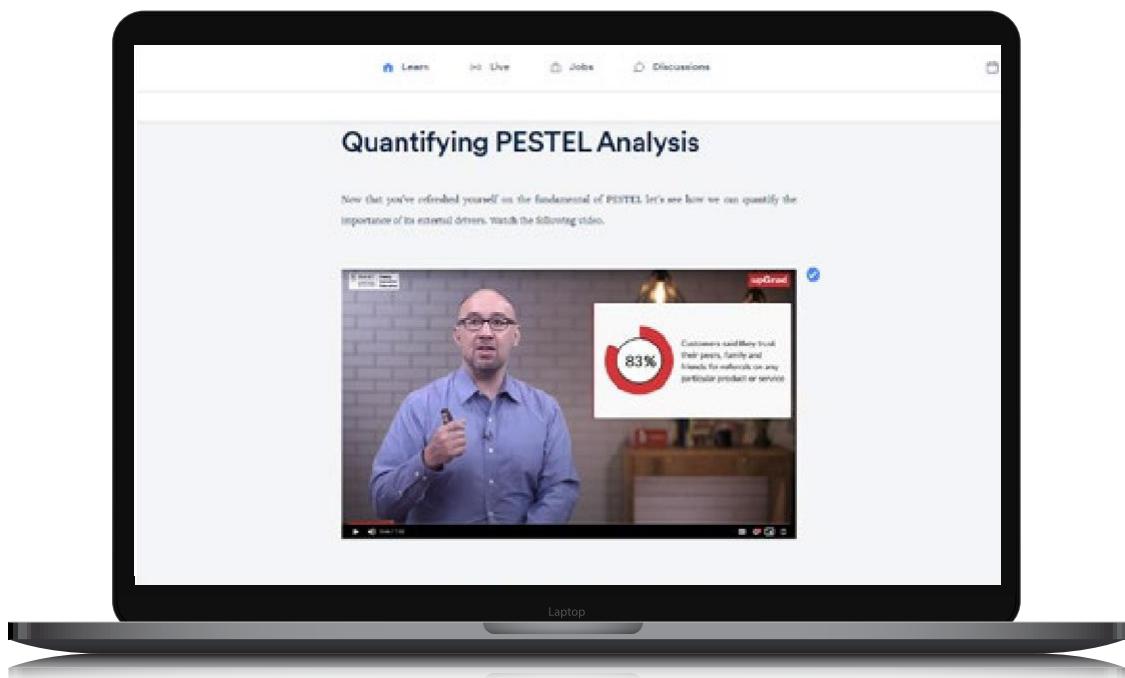


### STEP-3:

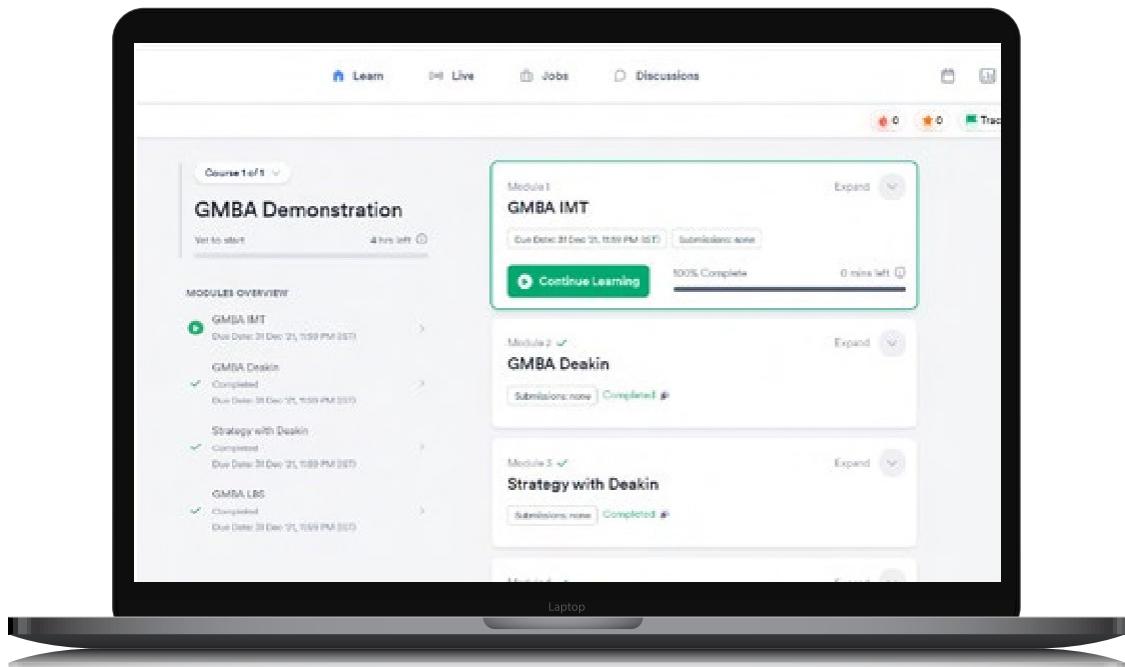
#### Claim your Doctoral Candidacy

Claim your candidacy by paying the block amount. You may also avail assistance from our loan partners. Your journey to be a doctorate, begins now!

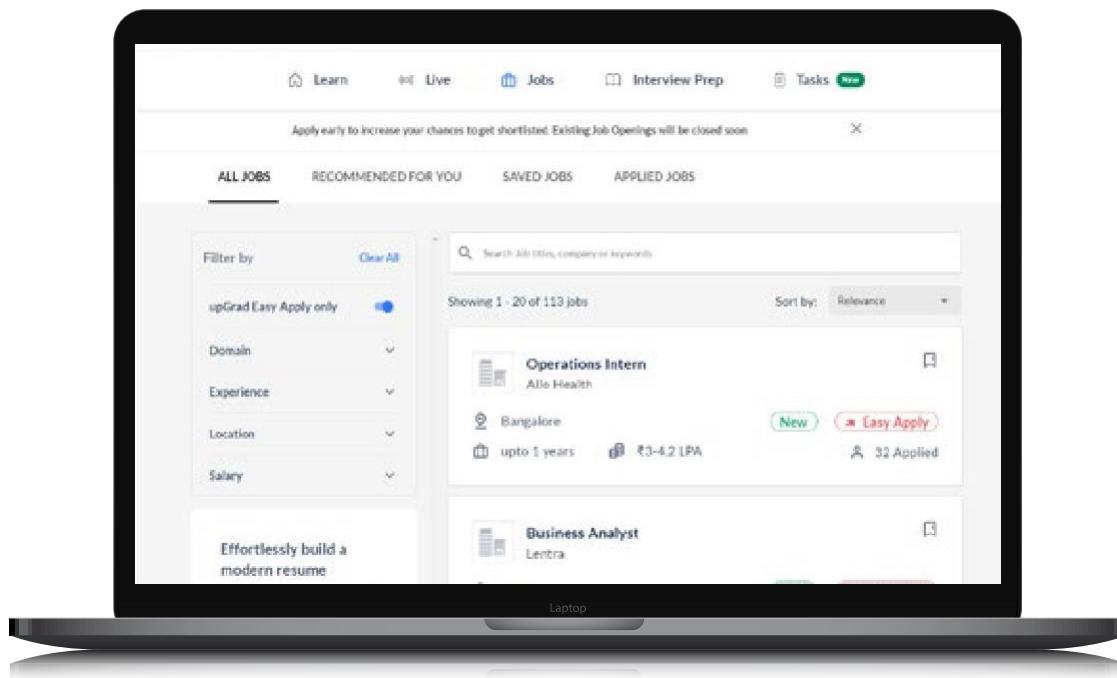
# GLIMPSE OF THE upGrad PLATFORM



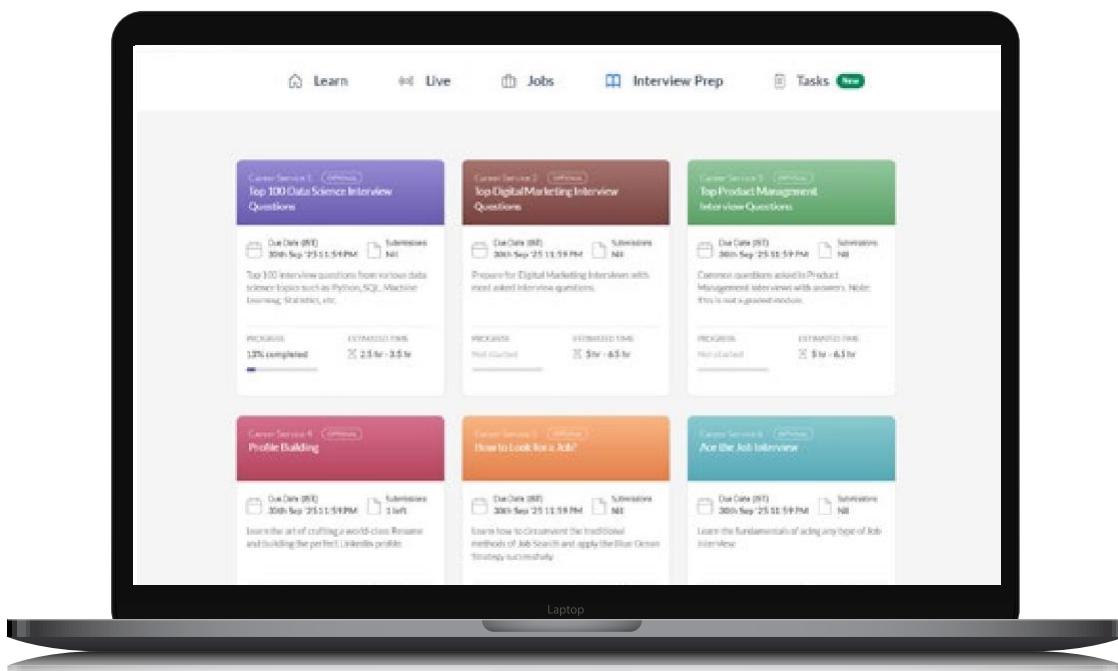
## Teaching Faculty



## Learning Platform Navigation



## Job Platform



## Interview Prep Material

\*Note: Images here are not a reflection of this program.

Please reach out to an admissions counselor for a real-time demonstration of the learning platform.

Technology Service Partner

**upGrad**

 [upgrad.com](http://upgrad.com)

For further details, **contact** -

Europe, Middle-East and Africa:

 [info.emea@upgrad.com](mailto:info.emea@upgrad.com)

 Europe and Africa: +44-20-4602-3556

Middle East: + 971-4-871-4102

Vietnam:

 [connect@upgrad.com](mailto:connect@upgrad.com)

 Vietnam: 1900232306

Thailand: 975310719

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North and South America:

 [globaladmissions@upgrad.com](mailto:globaladmissions@upgrad.com)

 +1 240-719-6120

Asia Pacific except India:

 [query@upgrad.com](mailto:query@upgrad.com)

 +65 6232 6730

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