

upGrad



RUSHFORD
BUSINESS SCHOOL

Doctorate of Business Administration

from Rushford Business School



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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, ESGI 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.



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



Conduct primary and secondary research to understand business challenges



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



Develop a high level of command over business communications



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



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



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



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

ECTS	Tracks	Courses
20	Written Proposal Defence	5000 words
10	Doctoral Residency	
10	Reflection and Minutes of the meeting with the Supervisor	
10	Report Writing	
40	Written Dissertation and Oral Defence (25000 to 25000 words)	



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:

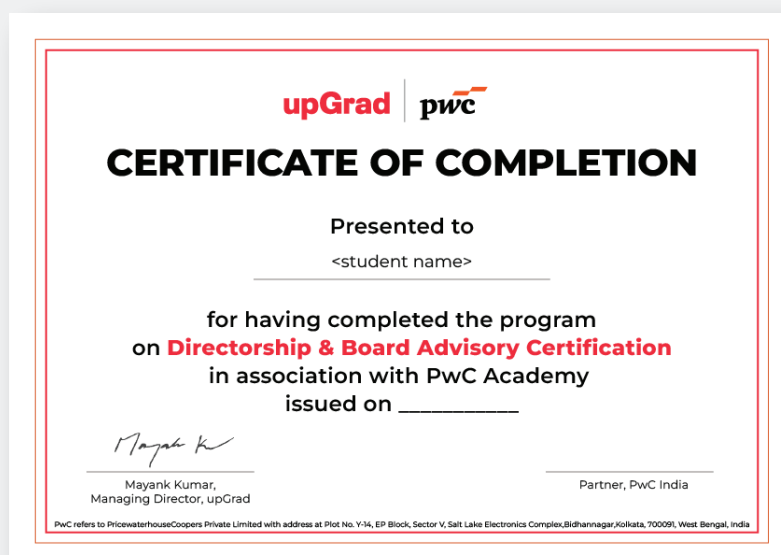
Develop boardroom fluency, strategic thinking, and key frameworks necessary for effective boardroom preparedness.

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



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 evalua-tions, 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

Unlock High-Impact Outcomes Through a Transformative DBA Program

The Doctor of Business Administration (DBA) program is designed to elevate your career and establish you as a recognized leader and innovator in the global business landscape. Our unique offerings go beyond traditional academic learning to provide tangible, real-world advantages.

1 Board Advisory Certification with PwC Academy: A Seat at the Table

Gain unparalleled readiness for boardroom roles with a first-of-its-kind certification from PwC Academy. This exclusive offering is integrated into the DBA program and provides:

Influential Decision-Making: Learn to shape an organization's future by influencing key decisions.

Multi-Board Impact: Drive impact across various industries by preparing to serve on multiple boards.

Leadership Mentorship: Leverage your experience to guide and mentor current and future leadership.

Enhanced Visibility & Prestige: Increase your standing and recognition in the business community.

Practical Boardroom Skills: Master real-world scenarios through simulations, investor cases, and red flag drills.

Expert-Led Training: Learn directly from PwC and corporate governance experts.

Co-Branded Certification: Earn a co-branded certificate that signifies your boardroom readiness.

Strategic Governance Insight: Develop a deep understanding of board dynamics, compliance, and ESG responsibilities crucial for modern board leadership.

2 Idea to IP: Where Research Meets Real-World Impact with Patent Guidance

Distinguish yourself by transforming your innovative ideas into protected intellectual property. This exclusive offering provides

End-to-End Patent Support: Receive comprehensive guidance from idea validation to filing, all the way until the patent grant is issued.

Faculty-Led Guidance: Benefit from expert-led support, with faculty guiding you through patent search and drafting.

application

Protected Innovation Portfolio: Build a robust portfolio of protected innovations to enhance your leadership profile.

Industry Connections: upGrad connects you with leading IP consulting firms for guidance at every step.

3 Amplify Your Research: Publish With Purpose

Turn your research into recognized thought leadership and establish academic credibility. This outcome-driven approach includes:

Refined Research for Publishing: Receive guidance from experienced faculty to refine your research for academic publication.

Strategic Journal Placement: Discover the most suitable platforms and journals to meaningfully publish your work.

Enhanced Visibility & Credibility: Build academic visibility and credibility that distinguishes you in leadership roles.

Expert Mentorship: Get faculty mentorship to refine your work, identify publishing platforms, and broaden your research impact.

4 Become a Published Thought Leader: Write Your E-Book, Publish & Inspire

Establish your authority and inspire others by becoming a published e-book author. This unique opportunity offers:

Structured E-Book Creation: Craft your e-book with ongoing faculty feedback and structured support.

Global Publishing Access: Publish your e-book on leading digital platforms like Amazon with guided support.

Strengthened Personal Brand: Significantly strengthen your personal brand and influence within your industry and beyond.

Faculty Guidance: Receive expert faculty guidance to shape your ideas, gain feedback, and successfully publish.

5 Not Just a DBA; Join an Exclusive Leadership Circle

Expand your network and gain invaluable insights by learning alongside an elite group of senior executives. This program offers:

Cross-Industry Collaboration: Collaborate with senior executives from diverse industries and geographies.

Fortune 500 Perspectives: Gain unique perspectives from CXOs and VPs at Fortune 500 and other global companies.

Elite Learning Network: Become part of an exclusive learning network that fosters leadership and growth.

High-Caliber Peer Group: Interact with a high-caliber peer group, including CXOs, VPs, and Directors from top organizations.

*Services may have an additional charge

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

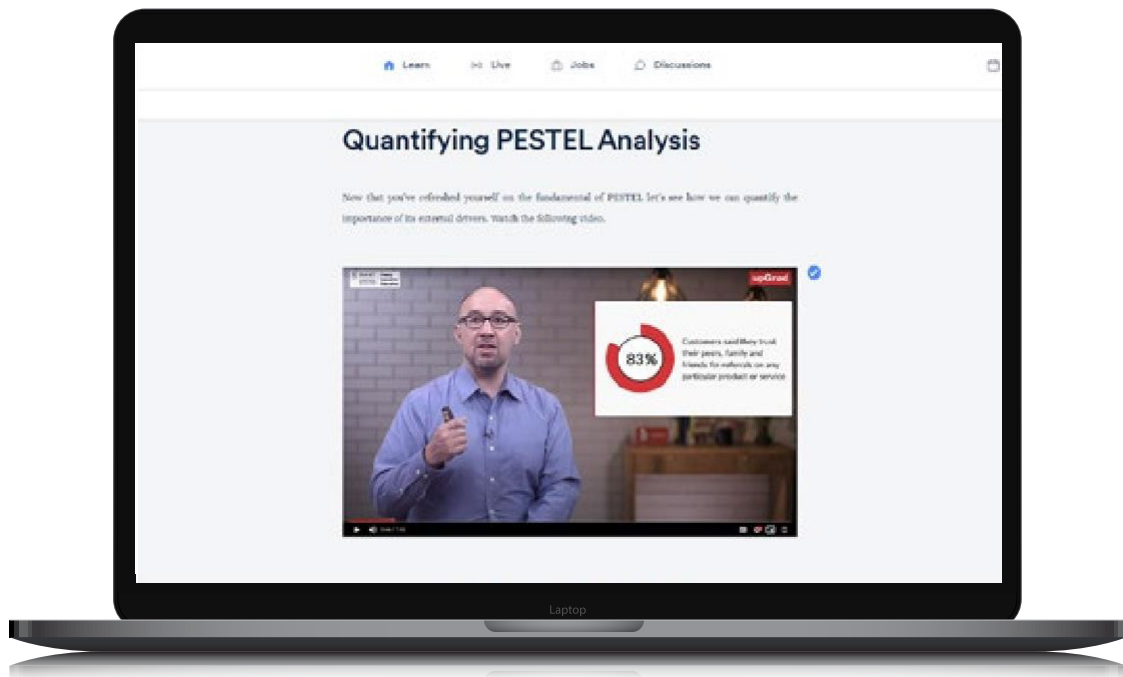
The admissions committee will review your application. Upon selection, an offer letter will be sent to you confirming your admission to the Doctorate in Business Administration.

STEP-3:

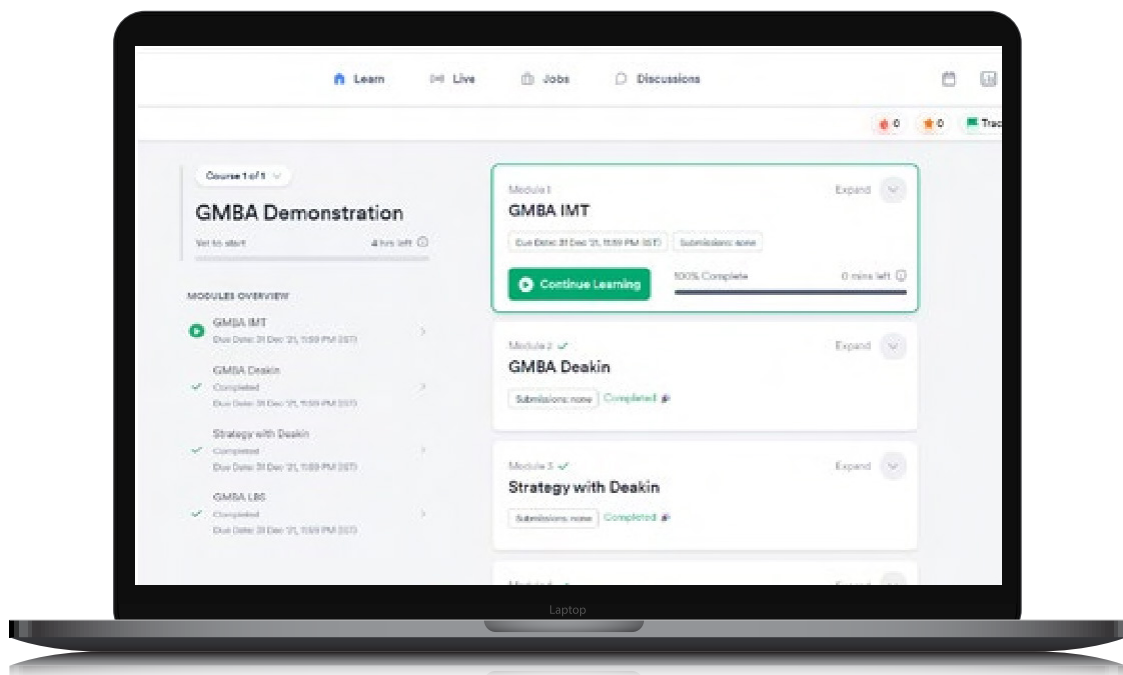
Claim your Doctoral Candidacy

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!

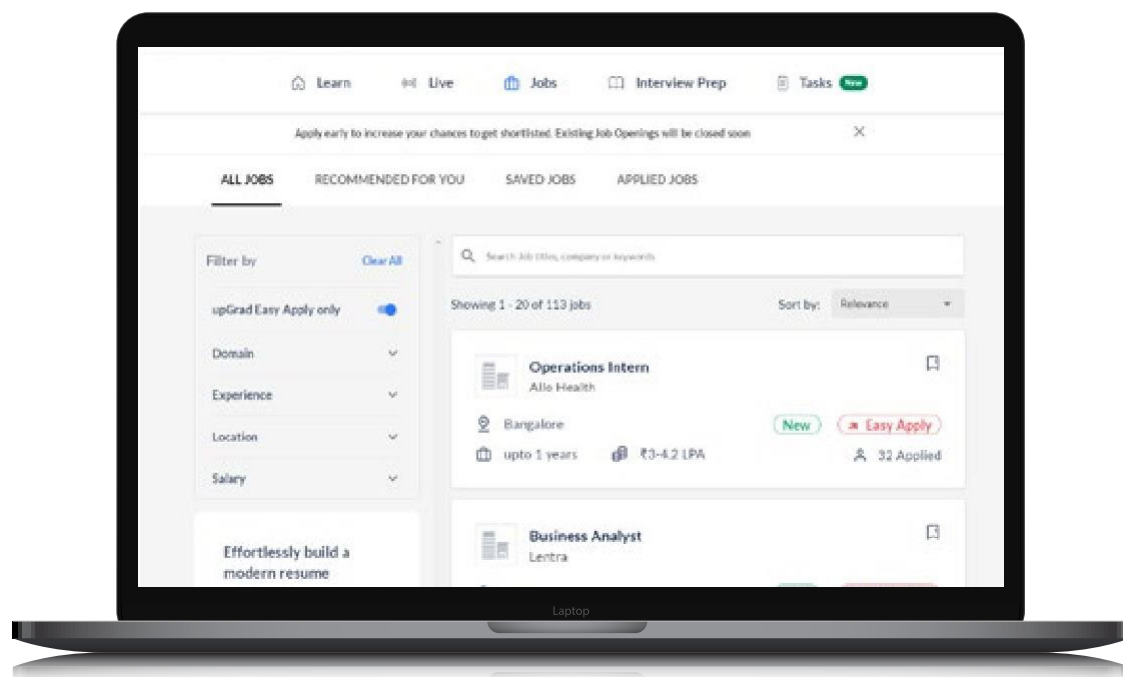
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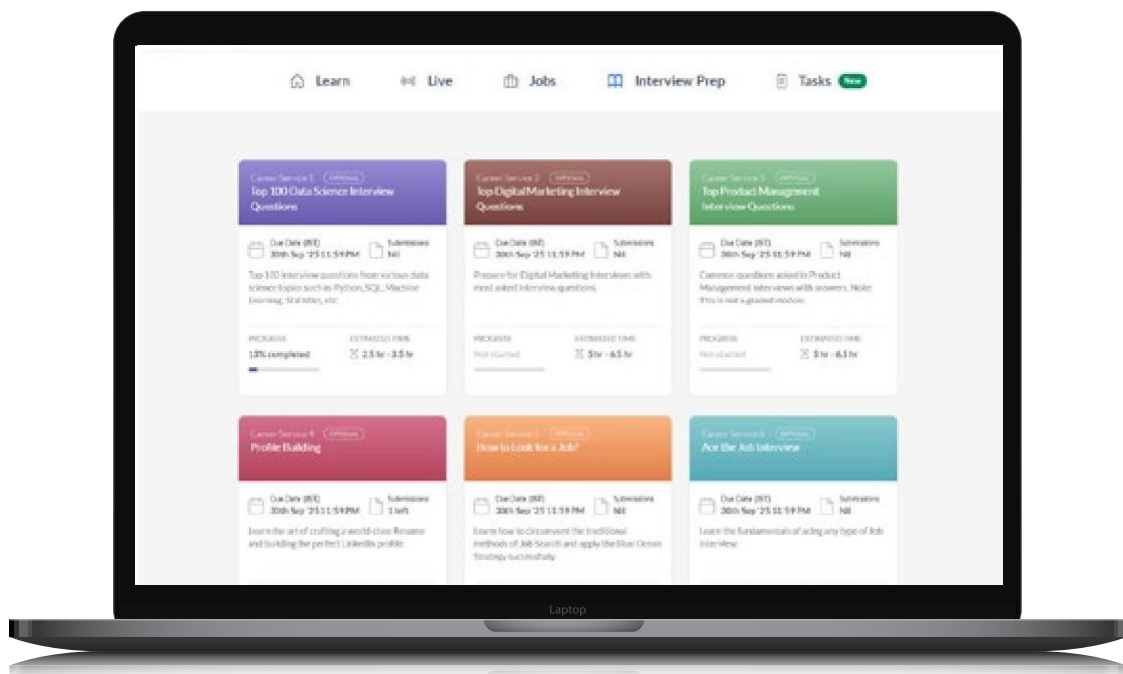
Teaching Faculty



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.



 upgrad.com

For further details, **contact**

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