upGrad | RUSHFORD BUSINESS SCHOOL

Doctorate of Business Administration

from Rushford Business School



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ABOUT UPGRAD

upGrad is an online education platform to help individuals develop their professional potential in the most engaging learning environment through a wide range of programs designed to improve their expertise. upGrad collaborates with top-class universities across the world including Duke CE, IIM Kozhikode, IIIT Bangalore, Deakin Business School, Wharton, Liverpool John Moores University, and University of Maryland among others. upGrad has been Ranked #1 in the LinkedIn Top Start-ups for four consecutive years. upGrad made it to the GSV Global EdTech 50 List 2020 and received the Best Communication and Teaching Platform in the Education Innovation Awards 2020.



Our aim is simple:
We strive to create high-impact, hands-on experiences that prepare students for meaningful and productive careers.

Ronnie Screwvala
Co-founder and Executive Chairman
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 an add on certificate of PwC Directorship and Board Advisory @INR 10,000/-, 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

Disruptive Innovation: Why Leading Companies Thrive or Fail

Source

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

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, in top UGC-recognized 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

What you need	The support offered	What you get
A path-breaking patentable idea	**The IP firms in our network will take over all the bureaucratic steps including** • Patentability search • Drafting and filing the application • Prosecution and litigation support	A patent to your name – a trademark of your legacy

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

Masterclass 1
Build an Investable Idea

»

Masterclass 2
Nail Your Investor Pitch

»

VC
Symposium Day

**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 management. 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 the discipline under consideration that allows them to evaluate further information in a critical manner.

- Design an appropriate research methodology which synchronizes with the research topic and allows derivation of suitable recommendations which have been justified.

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 e ective 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-review journals



Develop high-level of proficiency in applying robust research methodologies, designing and conducting study 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

Rushford Business School is IACBE Educational Member which promotes accountability among institutions by requiring them to regularly assess and report on the effectiveness of their business programs

Membership

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



9 Specialization options to choose form



Same alumni status as on-campus students



1:1 Thesis mentorship sessions



Live sessions with Rushford Business School Faculty



180 ECTS credits

FACULTY



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 credits	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 tracks
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	
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**	



SPECIALISATIONS OFFERED

- GENERAL
- INTERNATIONAL BUSINESS
- FINANCE
- HEALTHCARE MANAGEMENT
- HUMAN RESOURCE MANAGEMENT
- DATA SCIENCE
- MARKETING
- SUPPLYCHAIN MANAGEMENT
- BUSINESS ANALYTICS

Note: All additional specializations will be subject to approval on an individual basis

PwC DIRECTORSHIP & BOARD ADVISORY CERTIFICATE

Earn an add on certificate of PwC Directorship and Board Advisory @INR 10,000/-

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 India, 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.



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CERTIFICATE OF COMPLETION

Presented to

<student name>

for having completed the program
on Directorship & Board Advisory Certification
in association with PwC Academy
issued on _____

Director, upGrad

Partner, PwC India

PwC refers to PricewaterhouseCoopers Private Limited with address at Plot No. Y-14, EP Block, Sector V, Salt Lake Electronics Complex,Bidhannagar,Kolkata, 700091, West Bengal, India

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 subject to minor changes.)

PwC PROGRAM EXPERTS



Manisha Narang

Manisha Narang, Subject Matter Expert, is a seasoned 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 corporat 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 Diagnostics.

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

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

(only for the first year before the start of dissertation phase)

Selection Process:

STEP-1:

Complete your Application
Fill the details required for your successful application.

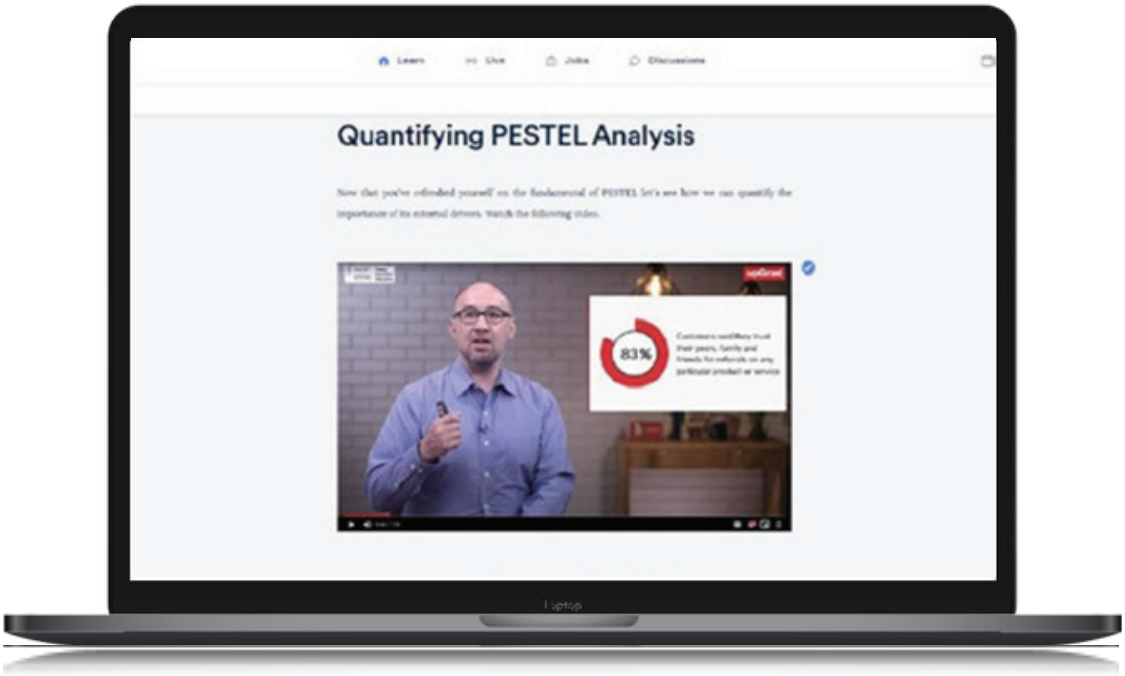
STEP-2:

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 from Rushford Business School

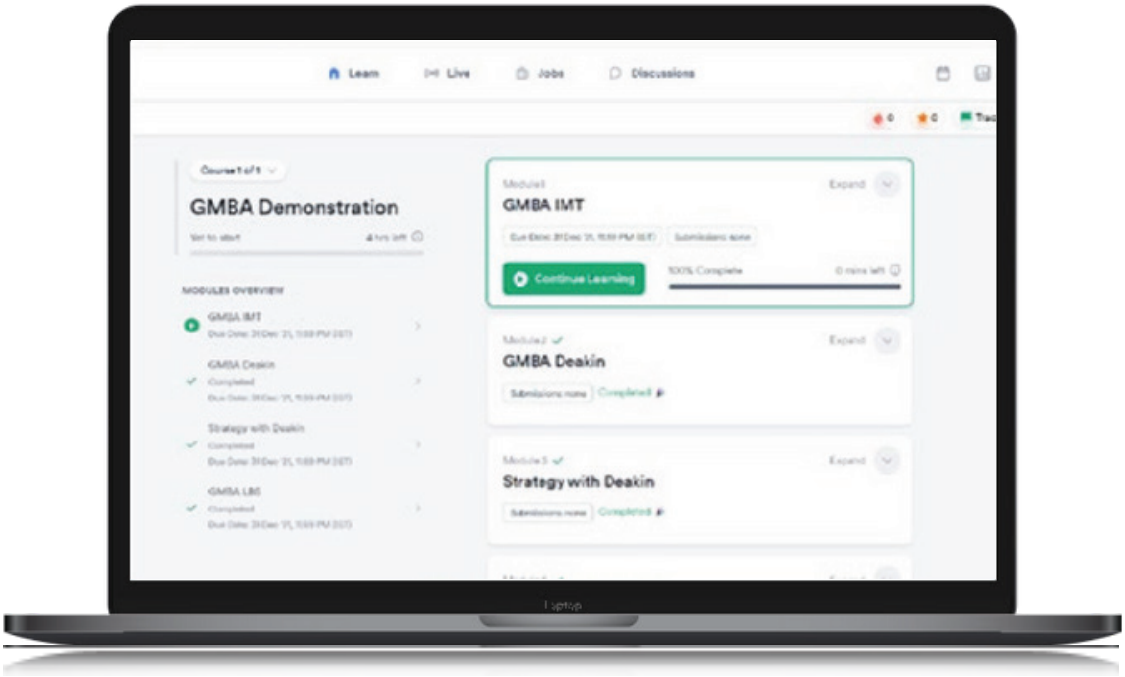
STEP-3:

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

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For further details, **contact**

admissions@upgrad.com **1800 210 2020**

We are available 24*7

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Disclaimer: Program fee and payment options are subject to change. Please refer to the website for updated details or speak to our admission counselor.