



RUSHFORD  
BUSINESS SCHOOL

Summit the Leadership Peak with a

# DOCTORATE IN BUSINESS MANAGEMENT

A flexible  
online programme  
that earns you the title  
of **“Doctor”** in 3 years

5 days immersion at the Paris, France campus



CAMPUS: Online



DURATION: 36 Months



CREDITS: 180 ECTS



# About **DBM**

The Rushford Doctor of Business Management (DBM) is an intensive 180 ECTS credits doctoral program meticulously crafted to empower business students, managers, practitioners, and leaders with advanced knowledge, research acumen, and analytical skills tailored for the resolution of intricate business challenges. This DBM initiative is designed to instil a profound transformative learning experience, cultivating enhanced research skills and a distinct perspective on business situations. The overarching goal is to enable participants to apply sophisticated research methods, facilitating solutions that drive organizational efficiency, growth, and long-term sustainability.

This flexible yet rigorous program is accessible entirely online, allowing students to determine their own pace of completion. While most participants are anticipated to achieve the qualification within three years, the research pathway may expedite the process, leading to qualification in less than three years.

The Rushford DBM hones in on applied research, facilitating real-time application of acquired knowledge by executives, managers, and practitioners within their respective organizations. Emphasizing expertise development across all facets of international business, the curriculum places a strong focus on enhancing research, writing, presentation, critical thinking, and change management skills.





## Learning Outcomes:

Upon successful completion of the program, participants will be adept at:

- Applying research methodologies to analyze business situations and tackle associated challenges.
- Conducting primary and secondary research to comprehend intricate business challenges.
- Applying a profound understanding of international business fundamentals and practices to forecast outcomes.
- Mastering business communications at a high level.
- Expressing complex ideas, strategies, plans, and tactics in a clear and effective manner.
- Demonstrating proficiency in creating meaningful reports that utilize data collection, cleaning, interpretation, and engaging reporting through data visualization.
- Engaging in academic and professional research activities that may culminate in publications in peer-reviewed journals.
- Attaining high-level proficiency in applying robust research methodologies, study design, and study conduct to produce a thesis, a prerequisite for the conferring of the doctorate qualification at the culmination of the program.

## Key Programme Information



**Duration – 3 Years**



**Credits – 180 ECTS**



**Mode of Delivery**  
**Blended (Online with 5 days**  
**On Campus Immersion)**



**On Campus Immersion**  
**Paris, France**



**Commitment**  
**12-15 hrs per week for the**  
**first year.**



# Programme Highlights



## **Internationally Recognized Doctoral Degree**

A “Doctorate” in the area of Business Management is potentially the most coveted and highest possible educational qualification for professionals, especially in the management domain. While Doctor of Business Management (DBM), as a formal degree, is not offered in India, DBM is recognised globally across multiple countries and allows the use of “Dr.” as a title to your name upon successful completion of the program.



## **Alumni Status of an International Business School**

Upon successful completion of the program, get awarded with an authentic doctoral degree and gain the same Alumni status as Rushford’s regular on campus students.



## **5 Days On-Campus Immersion Session**

Leverage the opportunity to meet and interact with your fellow coursemates and Rushford faculty and also experience Rushford’s modern campus at Paris, France during the 5 day on-campus immersion.



## **8 Specializations to Choose From**

Candidates pursuing the coursework pathway get to choose from 8 areas of specialization including International Business, Finance, Healthcare Management, HRM, Marketing, SCM, Data Science and Big Data, which are amongst the most extensive options offered in a DBM program.



## **1:1 Thesis Mentorship**

Candidates of the DBM program will be assigned Mentors who will guide and support you as you work through the course materials, complete the assignments and embark on your research journey. The Mentors will assist with every step along the way.



## **Live sessions with Rushford Business School Faculty**

While primary form of study is typically self-paced, the DBM program will also include live sessions and guest lectures to provide additional learning opportunities and engagement. These sessions may be optional to attend and are usually scheduled at a time that is convenient for most attendees.



# Curriculum

## Business Management Track - 30 ECTS

Managerial Skills

Leadership 2040

Business Economics

Global Business Landscape

Corporate Finance Analysis

Enterprise Strategy

## Specialization Track (Choose any one Specialization Track) - 30 ECTS

### Specialization Option 1 - International Business

- International Business Strategy
- Corporate Governance Framework
- Marketing in a Digital World
- Financial Markets
- Pioneering Market Forces
- Innovation Development

### Specialization Option 2 - Finance

- Investments
- International Banking
- Derivatives - Options for the future
- Personal Financial Planning
- Asset Capitalization for Emerging Ventures
- Fintech: Foundations & Applications

### Specialization Option 3 – Healthcare Management

- Worldwide Public Health
- Globalisation and Healthcare
- eHealth Transformation
- Health Econometrics
- Big Data and Machine Learning in Healthcare
- Strategic Financial Decision Making in Healthcare

### Specialization Option 4 – Human Resource Management

- Connected Leadership
- Negotiation & Bargaining
- Leading Transformations: Managing Change
- Human Resources for the People Manager
- Business Ethics
- Leading People & Teams

### Specialization Option 5 - Marketing

- Business and Marketing Strategies
- Brand Management
- Salesforce Operations
- Pricing Strategy in Practice
- Marketing Research
- Consumer Neuromarketing

### Specialization Option 6 – Supply Chain Management

- Fundamentals of Logistics and Supply Chain
- Value Chain Management
- Investment & Portfolio Management
- Freight and Transportation Management
- Advanced Supply Chain Optimization
- Procurement Analytics and Performance Optimization

### Specialization Option 7 – Data Science

- Foundations Python
- Business Forecasting and Projections
- Business Analytics
- Business Predictive Analysis
- Artificial Intelligence and Machine Learning
- Mathematics for Machine Learning



## Specialization Option 8 – Big Data

- Foundations Python
- Business Forecasting and Projections
- Business Analytics
- Business Predictive Analysis
- Big Data Foundation
- Applications of Big Data

## Research Track - 30 ECTS

Introduction to Academic Research

The Landscape of Literature Review

Research Design

Business Statistics

Designing a Quantitative Research Methodology

Designing a Qualitative Research Methodology

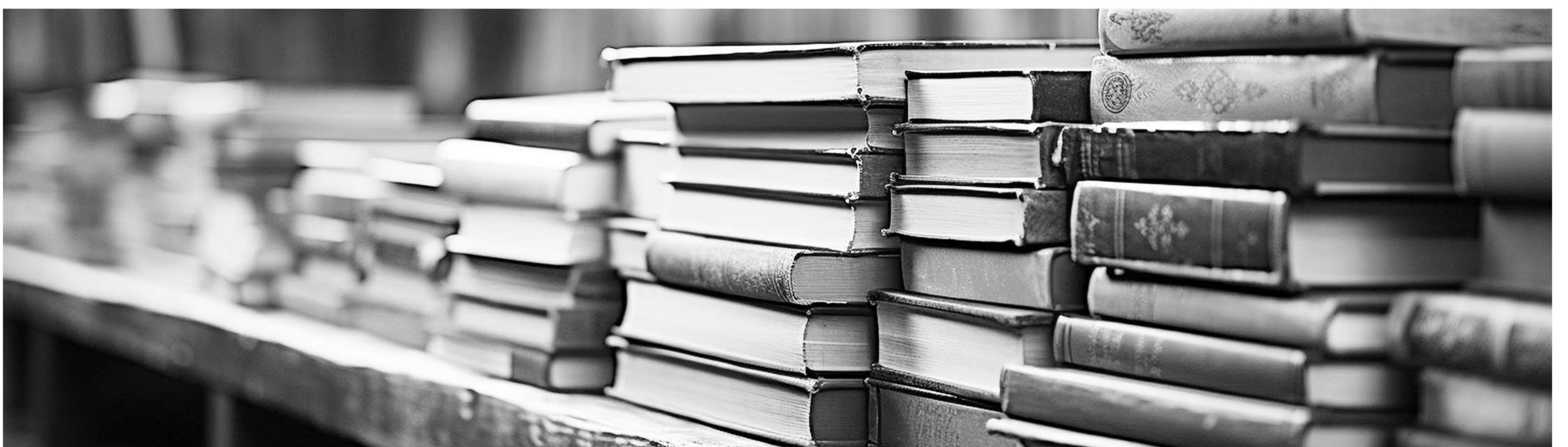
## Written Proposal Defence (5000 words) – 20 ECTS

## Doctoral Residency – 10 ECTS

## Reflection & Minutes of the Meeting with Supervisor – 10 ECTS

## Report Writing – 10 ECTS

## Written Dissertation & Oral Defence (20000 to 25000 words) – 40 ECTS





# Eligibility

- Master’s or an equivalent academic title from a recognized College/University OR Bachelor’s degree or an equivalent academic title in any discipline from a recognized College/University with a minimum of 3 years of professional work experience.
- English Proficiency - Medium of instruction during school and graduation should be English

## Application Process

- Speak to our academic counsellors to gain a deeper understanding of the program and how it could contribute to your career aspirations.
- Ensure that your documents, specifically pertaining to educational qualifications and professional work experience, are validated by our counsellors and ascertain your scholarship eligibility.
- Complete the Online Application Form
- Your application will be evaluated for offer of admission by the Admission Committee. Upon selection, you will receive an Offer Letter from Rushford Business School confirming your admission into the DBM program.
- Confirm your Admission by making a down payment or remitting the applicable program fee. Making a down payment allows you to confirm your offer acceptance while you seek financial assistance from loan partners.

# Fees

Total Programme Fee

USD 8,500 (INR 6.99 Lacs all Inclusive)

### Fee Includes

- Live Sessions by Faculty, as applicable
- 1:1 Thesis supervision
- 5 Days On-Campus Immersion sessions at Paris, France

### Fee Does Not Include

- Cost of travel, lodging and boarding at Paris, France for the 5 day On-Campus Immersion

## Payment Options

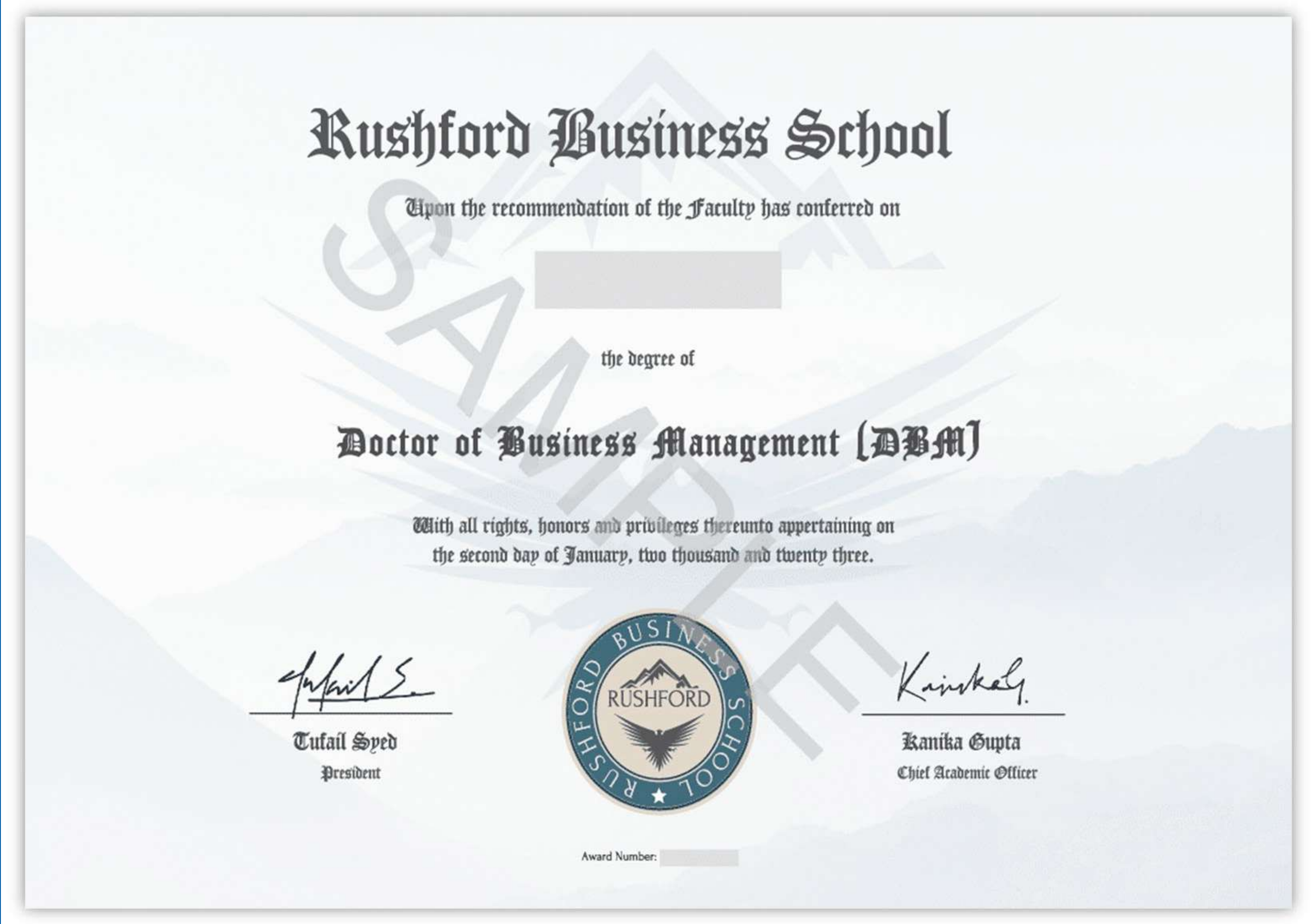
OPTION - 1	<ul style="list-style-type: none"><li>• Make a downpayment of Rs.25,000 /USD 300 at the time of application.</li><li>• Avail upfront fee discount of Rs.1.49 Lakhs /~USD 1800 by making balance fee payment of Rs.5,25,000 /USD 6400 within 7 days of receipt of Admission Offer Letter.</li><li>• Pay only Rs.5,50,000 /USD 6700 instead of Rs.6,99,000 /USD 8500.</li></ul>
OPTION - 2	<ul style="list-style-type: none"><li>• Make a downpayment of Rs.25,000 /USD 300 at the time of application.</li><li>• Within 7 days of receipt of Admission Offer Letter, pay Rs.2,75,000 /USD 3350.</li><li>• Within 6 months from receipt of Admission Offer Letter, pay balance fee of Rs.3,00,000 /USD 3650.</li><li>• Pay only Rs.6,00,000 /USD 7300 instead of Rs.6,99,000 /USD 8500.</li></ul>



OPTION - 3	<ul style="list-style-type: none"><li>• Make a downpayment of Rs.25,000 /USD 300 at the time of application.</li><li>• Within 7 days of receipt of Admission Offer Letter, pay Rs.2,75,000 /USD 3350.</li><li>• Pay interest free EMI's of Rs.25,000 per month for the next 12 months.</li><li>• Pay only Rs.6,00,000 /USD 7300 instead of Rs.6,99,000 /USD 8500.</li></ul>
OPTION - 4	<ul style="list-style-type: none"><li>• Make a downpayment of Rs.25,000 /USD 300 at the time of application.</li><li>• Within 7 days of receipt of Admission Offer Letter, pay Instalment 1 of Rs.3,75,000 / USD 4550.</li><li>• With 12 months from receipt of Admission Offer Letter, pay balance fee of Rs.2,99,000 /USD 3650.</li><li>• Total payable program fee is Rs.6,99,000 /USD 8500. Upfront Payment discount will NOT apply if you choose to pay through this Instalment option.</li></ul>

# Award

Upon successful completion of the evaluation requirements of the program, candidates will be conferred with “Doctor of Business Management’ by Rushford Business School.





# Career Outlook

The career outlook for graduates of the Rushford Doctor of Business Management (DBM) program is highly promising, with diverse opportunities across various sectors. Equipped with a comprehensive skill set and a doctorate-level qualification, individuals who have successfully completed the program can expect to thrive in a range of professional roles and leadership positions.



1

## Executive Leadership Roles

Graduates are well-positioned to assume executive leadership roles within organizations. The advanced knowledge, strategic thinking, and research skills acquired during the DBM program make them valuable assets for steering companies through complex challenges and driving innovation.

2

## Management Consulting

With expertise in applied research and a deep understanding of international business, DBM graduates are sought after as management consultants. They can provide valuable insights and solutions to organizations looking to enhance efficiency, implement strategic changes, and navigate global business complexities.

3

## Entrepreneurship

The program's emphasis on problem-solving and sustainable business practices prepares graduates for entrepreneurial ventures. They can establish and lead their own businesses, applying their knowledge to create and manage successful enterprises.

4

## Academic and Research Positions

DBM graduates are well-suited for roles in academia and research institutions. They can contribute to the academic community by teaching, conducting research, and publishing in peer-reviewed journals. This avenue allows them to influence the next generation of business leaders.

5

## Government and Policy Advisory Roles

The international business focus of the program equips graduates to contribute to government agencies and policy-making bodies. They can provide valuable insights into global economic trends, trade policies, and regulatory frameworks.



6

**Global Business Leadership**

As organizations increasingly operate on a global scale, DBM graduates can take on leadership roles with a global perspective. They can manage international operations, lead cross-cultural teams, and develop strategies for global market expansion.

7

**Nonprofit and NGO Leadership**

Graduates may find fulfilling opportunities in nonprofit organizations and non-governmental agencies. Their skills in research, strategic planning, and organizational efficiency can contribute to the success of initiatives focused on social impact and sustainability.

8

**Corporate Strategy and Development**

DBM graduates are well-suited for roles in corporate strategy and development. They can play a crucial role in shaping organizational growth, mergers and acquisitions, and long-term planning.

Overall, the Rushford DBM program opens doors to a dynamic and varied array of career paths, allowing graduates to make a meaningful impact in the business world, academia, and beyond. The program's emphasis on practical application, research, and international business positions graduates as versatile and forward-thinking leaders in the global marketplace.

## About RUSHFORD

Rushford Business School is an EduQua certified business school in Switzerland. The B-school houses students from over 45 countries across its 2 campuses. Founded with a vision to truly partner with students in their learning journey, Rushford has adopted three key strategies to enable its vision: modern governance, contemporary and research-oriented education, and skill building. The school's main language of instruction is English, with regional language taught to help integrate learners in local workforce. With its modern infrastructure, strategic campus locations and pragmatic outlook, the School is committed to build socially responsible and creative future leaders with global mindset and internationally employable future skillsets.

4★

QS Rating

50+

Programs

9k+

Alumni

2

Campuses

45+

Nationalities



# Accreditations & Memberships



## EduQua Certified

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



## AACSB Member

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



## 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.



## UN PRME Member

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



Member of Accreditation Council for Business Schools & programmes



Member of Business Graduates Association



Educational Member of International Accreditation Council for Business Education





RUSHFORD

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BUSINESS SCHOOL

## For more details

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