



**RUSHFORD**  
BUSINESS SCHOOL

# GLOBAL MASTER OF BUSINESS ADMINISTRATION

A triple-certified MBA that leads to  
award of a UK Ofqual regulated Level  
7 Diploma, and two MBA degrees from  
International Institutes

**CAMPUS:** Online

**DURATION:** 12-18 months

**CREDITS:** 90 ECTS

**WES:** Recognized



## ABOUT GLOBAL MBA

Technology is advancing rapidly, bringing significant changes to businesses, economies, and society. Disruptive technologies such as Artificial Intelligence and Machine Learning have recently emerged in remarkably short periods, showcasing the need for professionals to adapt quickly and strategically to changing needs of growing businesses and organizations. To thrive in this era, professionals must have the skills, knowledge, and behaviors to analyze the external environment, align internal strategies across functions, demonstrate leadership, and continuously learn and evolve.

The Global MBA programme in collaboration with the University for the Creative Arts (UCA) and Berlin School of Business and Innovation (BSBI) is designed for aspiring senior professionals and leaders who are driven to make a positive impact on the world. By investing in this programme, you will gain valuable knowledge, develop self-confidence, and acquire a strategic perspective that will propel your career forward. Our aim is to support you in reaching your full potential so that you can exert a genuine influence wherever you choose to go. Whether you aspire to switch job functions, industries, locations, or simply increase your earning potential, we are here to help you achieve your goals.

To maintain a competitive edge in a rapidly changing world, our focus is on upskilling you to become adaptable, resourceful, and capable of absorbing new information. Strategic leadership, as discussed in Harvard Business Review articles, involves several key aspects, the first of which requires anticipating future changes in the competitive landscape and analyzing shifts in the external environment. A strategic leader is proactive in modifying internal strategies to align with these anticipated changes.



# Learning Outcomes

The following are the learning outcomes of this Global MBA Programme



Utilize analytical and evaluative techniques to improve skills



Explore and examine issues and possibilities



Enhance understanding of managerial, organizational, and environmental matters



Apply management techniques creatively



Incorporate information from diverse sources



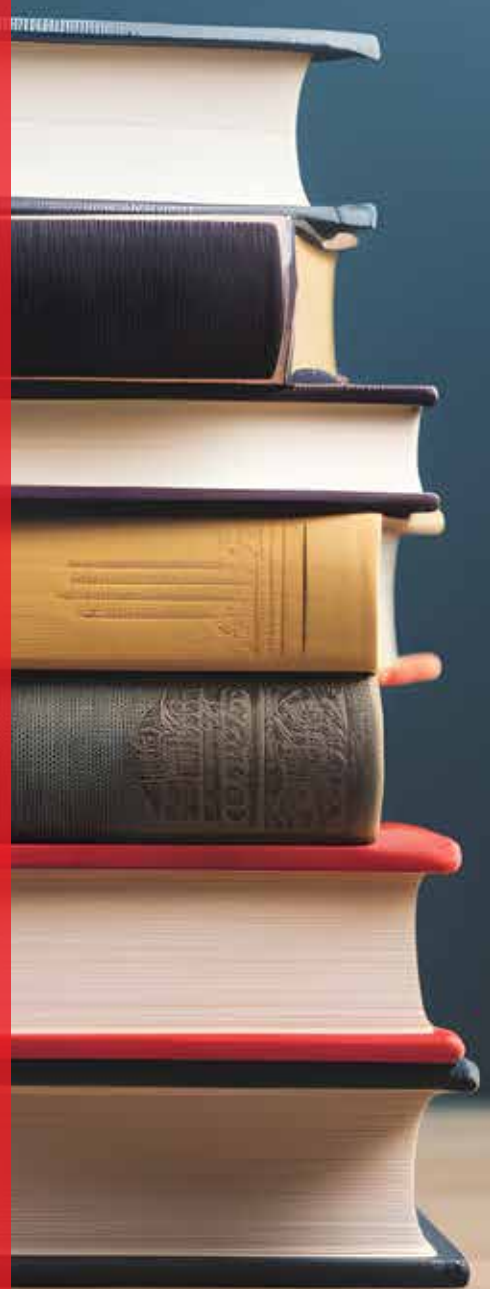
Foster problem-solving and creativity to address challenges



Demonstrate judgment and accountability for decisions and actions



Develop the capacity to recognize and reflect on personal learning and enhance transferable skills





# PROGRAMME HIGHLIGHTS



## Complete Triple Qualifications in Just 1 Year

Successful completion of this triple-certified Global MBA programme leads to the award of a UK Ofqual regulated Level 7 Diploma, and two MBA degrees from the University for the Creative Arts (UCA), UK; and Rushford Business School, Switzerland respectively, all in just 1 year.



## Alumni Status of Two European Business Schools

Upon successful completion of the program, gain Alumni status of both Rushford Business School as well as University for the Creative Arts (UCA), UK.



## Internationally Recognized MBA Degree

A Masters in Business Administration is considered a worthy investment for professionals in management domains seeking to fortify their business skills and get ahead in their career. An MBA is amongst the most sought after educational qualification across the world. This 12-month Global MBA is conducted fully online and is awarded by Rushford Business School and UCA, UK. By default, this MBA is also awarded with a WES approved, UK Ofqual regulated Level 7 Diploma.



## Practical Exposure Through Hands-on Learning

The second semester of the program requires students to adapt research path and submit a Masters Thesis that will help them conceive solutions to real life work challenges based on what is learnt in the program and individual experience. This helps students understand how a situation may unfold in the real world and prepares them to make the right decisions.



## Flexible and Engaging Pedagogy

Learn from a variety of resources such as video lectures, reading materials, podcasts, simulations, and multiple choice questions that are designed to impart a deep understanding of the material. While students can consume the learning materials at their own pace, they are also offered assignments and projects to help apply the learnings and deepen their understanding of the subject matter.

# KEY PROGRAMME INFORMATION

Cohort Commencement

**May 2024**

---

Credits

**90 ECTS**

---

Average Course Length

**3 weeks**

---

Duration

**12-18 month**

---

Mode of Delivery

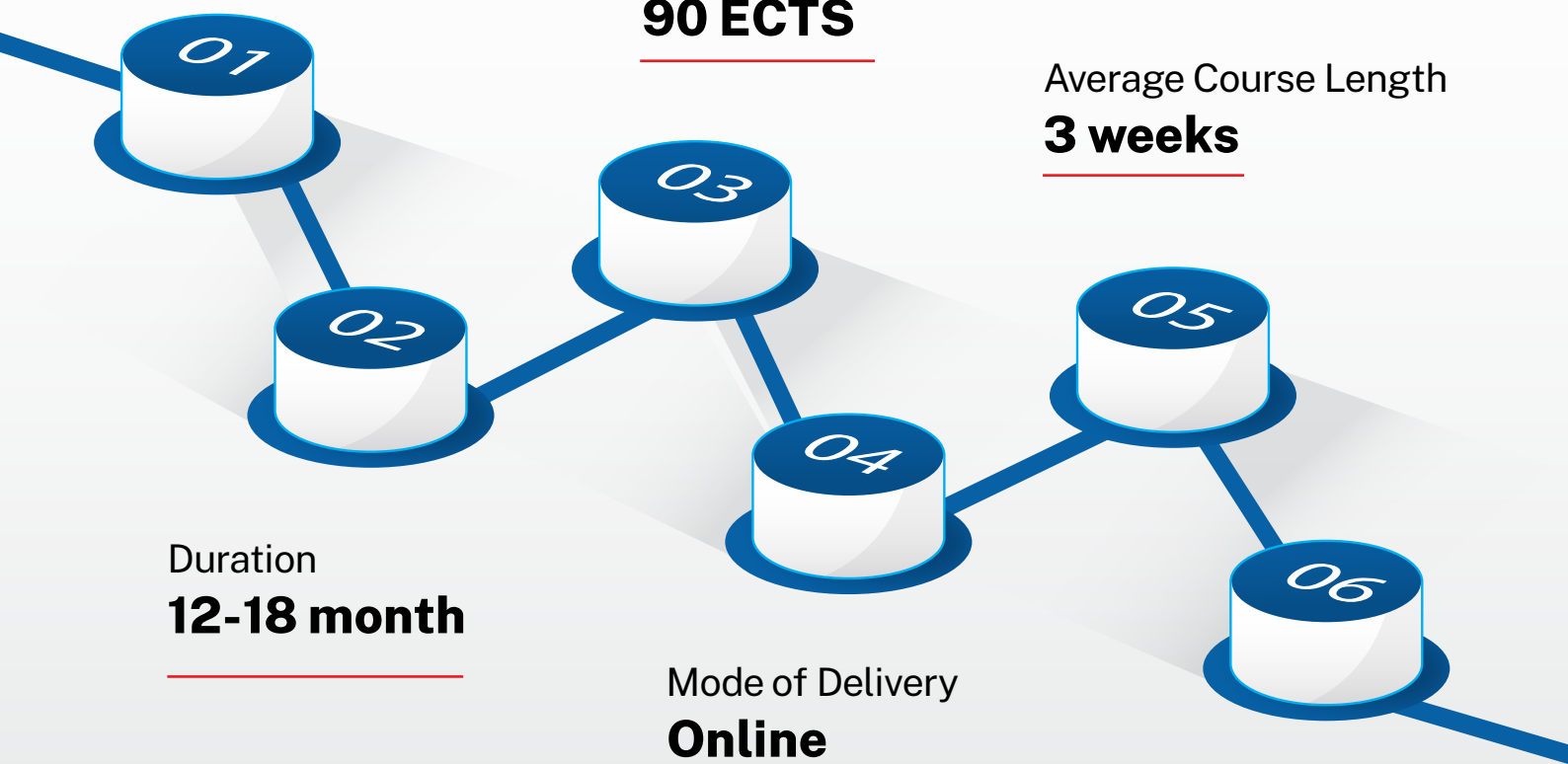
**Online**

---

Commitment

**12-15 hrs/week**

---



# CURRICULUM



## STAGE 1

### CORE COURSES – 45 ECTS / 90 UK Credits (15 UK Credits per Course)

- Manage Team Performance to Support Strategy
- Information Management & Strategic Decision Taking
- Leading a Strategic Management Project
- Strategic Direction
- Strategic Planning
- Development as a Strategic Manager

### OPTIONAL COURSES (Choose any 2) – 15 ECTS / 30 UK Credits (15 UK Credits per Course)

- Finance for Managers
- Strategic Marketing
- Organisational Change Strategies
- Human Resource Planning

## STAGE 2

### MASTERS THESIS – 30 ECTS / 60 UK Credits

- Transfer to the University for the Creative Arts (UCA), UK via the Berlin School of Business & Innovation (BSBI) for the completion of a Masters Thesis

# ELIGIBILITY

- Bachelor's or an equivalent academic title in any discipline from a recognized College/University
- 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 programme and how it could contribute to your career aspirations.
- Ensure that your documents, specifically pertaining to educational qualifications and professional work experience as applicable is validated by our counsellors.
- Complete the Online Application Form.
- Confirm your admission by making a down payment or remitting the applicable programme fee. Making a down payment allows you to confirm your offer acceptance while you seek financial assistance from loan partners.

## FEE

**TOTAL PROGRAM FEE – INR 5,60,000 (all inclusive) / USD 6750**

### PAYMENT OPTIONS

	Total Programme Fee	Semester Fee (Payable per 6 months)
<b>Programme Fee</b>	INR 5,60,000 / USD 6750	INR 2,80,000 / USD 3375
<b>Limited Time Upfront Payment Discount</b>	INR 1,60,000 / USD 1930	--
<b>Net Payable Total Fee</b>	<b>INR 4,00,000 / USD 4820</b>	<b>INR 5,60,000 / USD 6750</b>

Upon successfully submitting the online Application form, make a downpayment of INR 40000 / USD 480 to confirm your admission and call +91 81300 38548 to know more about potential loan/financial assistance options that you may want to consider! Avail a **LIMITED TIME** upfront fee discount of up to Rs.1,60,000 / USD 1930 by making balance fee payment of Rs.3,60,000 / USD 4340 within 7 days of receipt of Admission Offer Letter.



# AWARD

Upon successful completion of the full programme of 180 UK Credits (90 ECTS) candidates will be conferred with 3 awards as listed below



Global Master of Business Administration  
(MBA), University for the Creative Arts  
(UCA), UK



Ofqual UK regulated Level 7  
Diploma in Strategic Management  
& Leadership



Master of Business Administration  
(MBA), Rushford Business School,  
Switzerland





## CAREER OUTLOOK

The Global MBA is a uniquely designed programme for working professionals at senior levels who want to gain comprehensive knowledge of Strategic Marketing and are keen to pursue a research based path to craft solutions for real time work challenges. Upon completion of the programmes, participants can anticipate holding various titles, including

- Manager of Strategic Workforce Planning
- Director of Strategic Planning
- Analyst Specializing in Planning
- Leader of Strategic Development and Implementation Teams
- Leader in Product Design
- Chief Operating Officer (COO)
- Chief Executive Officer (CEO)
- Product Lead

## ABOUT UNIVERSITY FOR THE CREATIVE ARTS (UCA), UK



The University for the Creative Arts (UCA) has also been ranked 13th out of all UK universities in the Guardian League Table 2023 and ranked no. 7 in the 2023 Guardian League Tables for Business, Management & Marketing. The University is renowned for its excellence in arts, design, and creative education.

With a rich heritage spanning over 150 years, UCA offers a vibrant and innovative learning environment for aspiring creatives. Key features of UCA include its state-of-the-art facilities, industry connections, and expert faculty who are practicing professionals in their fields. The university emphasizes practical, hands-on learning, enabling students to develop their artistic skills and creative thinking. UCA also fosters a collaborative and interdisciplinary approach, encouraging students to explore and experiment across different disciplines.

- Business School for the Creative Arts is ranked no.7 out of 166 in the whole of the UK for Business, Management & Marketing (Guardian Guide 2021)
- 13th out of all 166 UK universities in the Guardian League Table 2023
- 63rd in the Times University Guide 2023
- 49th in the Guardian University Guide 2023

## ABOUT OFQUAL, UK

The Office of Qualifications and Examinations Regulation (Ofqual) regulates qualifications, exams and tests in England.

As an essential authority in the UK education system, Ofqual ensures that qualifications are valid, reliable, and fair. It sets the standards for exams and assessments, monitors their quality, and works to maintain the integrity and credibility of qualifications. Ofqual plays a crucial role in safeguarding the interests of students, educators, and employers by upholding the quality and consistency of education and qualifications across the country.

## 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 B-school is committed to build socially responsible and creative future leaders with global mindset and internationally employable future skillsets.



5★

QS Rating

50+

Programmes

9K+

Alumni

2

Campuses

45+

Nationalities

## Accreditations & Memberships



**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.



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



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



**ACBSP:** Member of Accreditation Council for Business Schools & Programs



**Member of Business Graduates Association**



**IACBE Member:** Educational Member of International Accreditation Council for Business Education



RUSHFORD  
BUSINESS SCHOOL

**For More Details**



**[verandahighered.com](https://verandahighered.com)**



**[admissions@verandahighered.com](mailto:admissions@verandahighered.com)**



**+91 8130038548**