



RUSHFORD
BUSINESS SCHOOL



The Rushford Master of
Business Administration (MBA)
programme in

**MULTIPLE AREAS OF
SPECIALIZATION**



About **MBA**

The Rushford Master of Business Administration (MBA) programme in multiple areas of specialization is designed for graduates and working professionals who have the passion and commitment to succeed in the business world. Rushford Business School offers a self-paced learning environment that is built on the latest technology to bring students, faculty, mentors, and a variety of knowledge sourced together for a world-class learning experience. The Rushford MBA is a hands-on programme in which a student is not only expected to master core fundamentals of business and management but also to develop key skills along the way that can be applied at the workplace in real-time. The different streams of specializations offered allows student to pursue courses that imparts knowledge and skills in a chosen area contributing directly to the student's career development goals.

The Rushford MBA in multiple areas of specialization allows our graduates to specialize in a specific domain or industry and accelerate their professional aspirations through sheer knowledge, skills and wisdom building throughout the programme .

Programme Highlights



- ## [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 16-month MBA in a chosen area of specialization, is conducted fully online and is awarded by Rushford Business School. By default, this MBA is also awarded with a WES approved, UK Ofqual regulated **Level 7 Diploma in Executive Management**.
- ## [Alumni Status of an International Business School](#)

Upon successful completion of the programme , get awarded with the same MBA 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.
- ## [Choice of Multiple Areas of Specialization](#)

Students have the option to choose from up to 12 areas of specialization to pursue their MBA in, depending upon individual interest and scope for career progression. These include Marketing, Finance, Human Resource Management, Logistics & Supply Chain Management, Strategic Management, Entrepreneurship and Innovation, Real Estate Management, Hospitality & Tourism Management, Health Economics, Healthcare Leadership, Clinical Research Management and Sustainability, Energy and Environment.
- ## [Opportunity to Work on a Capstone Project](#)

Regardless of the area of specialization every student is required to work on a Capstone project that forms an integral part of the programme curriculum. The Capstone project is a practicum component requiring students to develop practical solutions to real-world business problems in their chosen area of specialization.
- ## [Practical Exposure Through Hands-on Learning](#)

Various courses are accompanied by case reviews and simulations in which students are given a situation that they must resolve based on what is learnt in the programme 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 test questions that are designed to impart a deep understanding of the material. While students can consume the learning materials at their own pace, students are also offered assignments and projects to help apply the learnings and deepen their understanding of the subject matter.

Key Programme **Information**

» Duration

16 months

» Credits

90 ECTS

» Mode of Delivery

Online

» Average Course Length

3 weeks

» Commitment

12-15 hrs per week



Curriculum

CORE COURSES - 48 ECTS (4 ECTS per Course)

Managerial Economics

Managerial Skills

Accounting for Financial Reporting

Accounting for Managerial Decisions

Cutting Edge Leadership

Financial Management

Operations Management: Productivity & Quality

International Business Environment

Leadership and Managing Human Capital

Marketing Management

Business Statistics

Sales Management

CORE ELECTIVES (Choose any 3) - 12 ECTS (4 ECTS per Course)

Business Law

Business Analytics

Strategic Management: Integrating the Enterprise

Organisational Behaviour

SPECIALIZATION AREA AND COURSES - 16 ECTS

Clinical Research Management

- Introduction to Clinical Trials
- Roles & Responsibilities
- Conduct of a Clinical Trial
- Project Management (Based on PMBOK)
- Clinical Project Management Overview
- Business Development

Entrepreneurship and Innovation

- Open Innovation and its Impact on Business and Society
- Venture Capital Financing
- Pricing on Value
- Strategic Management (Entrepreneurship & Innovation)
- Creating a Successful New Venture
- Attributes of the Professional Director

Finance

- Investments
- Corporate Investment Management
- Securities Analysis
- Hedge Fund Management
- Capital Markets Personalized
- International Banking
- Portfolio Management

Health Economics

- Introduction to Health Economics
- Economics and Health Policy Analysis
- Economic Evaluation in Healthcare
- Globalisation and Healthcare
- Economic and Business Decision Techniques
- Econometrics
- Financial Management and Decision making in Healthcare
- Econometrics for Healthcare (Data Envelopment Analysis)
- Health Expenditure and Economic Performance
- Big Data and Machine Learning in Health Economics



Healthcare Leadership

- Introduction to Health Economics
- Economics and Health Policy Analysis
- Globalisation and Healthcare
- Global Population Health
- Health Protection & Promotion
- Digitisation in Healthcare (e-Health)
- Economic & Business Decision Techniques
- Econometrics for Healthcare (Data Envelopment Analysis)
- Big Data and Machine Learning in Health Economics
- Financial Management & Decision Making in Healthcare

Hospitality and Tourism Management

- Hotel Management Fundamentals
- Marketing Hotels
- Event Management
- Tourism Marketing
- Tourism and Hospitality Operations Management
- Branding and Product Specialization in Hotels
- Practical Pricing & Revenue Management
- Hospitality and Gastronomy
- Tourism, Hospitality and Law

Human Resource Management

- Principles of Human Resource Management
- Human Resource in International Business
- Performance Management and Reward
- Managing People
- Business Ethics
- Talent Management
- Change Management
- Leadership Management
- Negotiation and Bargaining
- Diversity Management

Logistics and Supply Chain Management

- Fundamentals of Logistics and Supply Chain
- International Logistics
- Distribution and Freight Logistics
- Supply Chain Modelling and Design
- Risk Analysis and Assessment
- Procurement Management
- Humanitarian Logistics Personalized
- Lean Logistics

Marketing

- Marketing Strategy
- Global Branding Strategies
- Role of Salesperson
- Pricing
- Marketing Research
- Consumer Behaviour

Real Estate Management

- Real Estate Economics
- Sustainability in Real Estate
- Capital Markets
- Investment Property Valuation
- Property Transactions
- Property Performance Analysis
- Retail Real Estate Investment

Strategic Management

- The Nature of Strategic Management
- Strategic Formulation
- Strategy Implementation
- Global Strategies
- Innovation and Strategy
- Global Branding Strategies

Sustainability, Energy and Environment

- Economic Analysis of Energy Sector
- Energy and Sustainable Business
- Enterprise & Circular Economy
- Sustainability Entrepreneurship & Innovation
- Government and Environmental Policy

CAPSTONE PROJECT (IN AREA OF SPECIALIZATION) - 14 ECTS

Eligibility

- Bachelors's or an equivalent academic title in any discipline from a recognized College/University with a minimum overall score of 55% (GPA 2.0 on a 4.0 point scale) or higher.
- English Proficiency - Medium of instruction in 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.

Fees

Total Programme Fee

INR 4,00,000 (all inclusive) / USD 4800

	Total Fee (for 16 months)	Instalment Structure (Payable per 6 months)
programme me Fee	INR 4,00,000 / USD 4800	Inst 1 - INR 2,50,000 / USD 3000 Inst 2 - INR 1,50,000 / USD 1800
Upfront Payment Discount	INR 40,000 / USD 450	--
Net Payable Total Fee	INR 3,60,000 / USD 4350	INR 4,00,000 / USD 4800

Upon successfully submitting the online Application form, make a downpayment of INR 25000 to confirm your admission and call +91 81300 38548 to know more potential loan/financial assistance options that you may want to consider!

Award

Upon successful completion of the evaluation requirements of the programme, candidates will be conferred with 'Master of Business Administration' by Rushford Business School.



About Rushford

Rushford Business School is an EduQwa 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 skill sets.

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



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BUSINESS SCHOOL

For more details

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