

# NEWSLETTER

A wrap up of a very successful 2023

December 2023



RUSHFORD

BUSINESS SCHOOL



ESDST

European School of Data Science & Technology



## Top News

New Accreditations and Memberships

New France Campus Launch

5/5 Q Star Ratings

## Agenda

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New Partnerships Formed

# Leadership Limelight

Dear Readers,

As we approach the end of another remarkable year, I want to take a moment to express my heartfelt gratitude and admiration for our students, faculty, staff, collaborators, and partners.



This year has been a journey of challenges and triumphs, and through it all, your resilience, dedication, and spirit of collaboration have shone brightly.

To our students, your unwavering commitment to your education, even in the face of unprecedented challenges, is truly inspiring. You have adapted, persevered, and continued to pursue excellence, embodying the very essence of what it means to be a part of Rushford Business School and European School of Data Sciences and Technology. To our fantastic staff, your tireless efforts and dedication have not only supported our students but have also contributed immensely to the thriving community we have at our schools. Your adaptability, innovation, and constant support have been pivotal in navigating this unique year. To our partners, collaborators and partners, your confidence and trust is a testament to our unique and valuable relationships.

As we look forward to the New Year, let us carry forward the lessons learned, and the strengths gained. Let's continue to support each other, strive for excellence, and make the most of every opportunity that comes our way.

Wishing you all a joyous holiday season and a prosperous New Year.

Warm regards,

**Dr. Tufail Syed**

President & Founder - Rushford Business School  
Co-founder - European School of Data Science & Technology

Dear Readers,

I take this opportunity to reflect on our challenges, opportunities, and the way our team turned all challenges into immense opportunities.



In 2023, there was a strong display of resilience and persistence in striving for a shared objective: generating sustainable value for all stakeholders. I take this opportunity to thank all our faculty, staff, partners, and our students!

This year, we took a leap in achieving a few highly prestigious international accreditation memberships, the highest scores in global rankings, and accreditations. Additionally, we are proud to announce the launch of our France Campus in collaboration to be awarded the very reputed RNCP award.

Research and training are core to our foundation, and we have achieved several milestones this year, such as scheduling a global hybrid research conference where 17+ Scopus/ABDC and Web of Science journals participated. Furthermore, we contributed back to society by conducting capacity development programs for educators.

This year, we are proud to contribute immense value to our broader community while progressing our vision to bring sustainable value to our stakeholders. We already have a few exciting developments planned for 2024; please stay tuned to our updates! On behalf of our entire team, may the New Year bring you a cascade of wonderful opportunities and abundant blessings!

Best Regards,

**Kanika Gupta, PhD**

Chief Academic Officer - Rushford Business School  
Co-founder - European School of Data Science & Technology

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# Accreditations, Ratings & Memberships

## EduQua for European School of Data Science & Technology:

European School of Data Sciences & Technology (ESDST) is now a Swiss EduQua certified institution with the certification number CH23/00000103. EduQua certification is a testament to the quality of education offered by ESDST.

[Read More](#)

## AACSB Membership and other international memberships

Rushford Business School has been accepted as a member of the four renowned international accreditations. These are AACSB, ACBSP, BGA AMBA and IACBE memberships. Each of the memberships follow benchmarking to the global standards in their country of origin. Membership of various international accreditation bodies allows learnings delineated by each one of these bodies, which is a way to go in pursuit of achieving excellence.

## Rushford Business School earns 5/5 QS Star Rating for Teaching & Learning

Rushford Business School, Switzerland has been awarded 5 of 5 stars in online teaching and learning, and 4 of 5 stars overall. We always aim to provide the best quality of education to our students for up-skilling, and to achieve 5 on 5 star on teaching and learning is a matter of pride and a testament of our quality of academics.

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**Think Management.  
Think Rushford.**

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# 1000X Impact

## New Campus Launch in Paris, France

Rushford Business School (RBS) and the European School of Data Science & Technology (ESDST) take this opportunity to announce the launch of our Paris campus at Nanterre, Paris, France. This is a strategic step adapted to provide our learners a better opportunity of studying in an EU Schengen region with an opportunity to get a post study work visa.

[Read More](#)



## Partnership with Ascencia Business School for reputed RNCP Awards

European School of Data Science & Technology (ESDST) is now offering dual certified awards for all its online programs and online programs. The dual award includes Swiss Eduqua certified certifications and French Ministry of Labour reputed award Level 7 RNCP in collaboration with its partner Ascencia Business School, France.

RNCP title is recognised and accepted by WES authorities as well for migration to various countries. This allows our learners wider recognition of their awards in their country of residence, and better mobility.

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## Lucerne Canton approval for Campus operations in Switzerland.

We take immense pride in announcing that the Canton of Lucerne, Switzerland has approved the physical campus of Rushford Business School.

The process of approval involved rigorous paperwork, with audits and interactions, and our quality of education and processes has been able to win the game.

### DBA Launch and its collaboration with Upgrad

DBA provides assurance of learning for professionals and allows them to carry research within their area of operations. Our unique pedagogy allows learners from all background to study strategic management and leadership courses, specializations in varied domains such as healthcare leadership, quality management

### Ofqual qualification

Rushford Business School is now an officially recognized centre to deliver Ofqual UK qualification, which is worldwide recognised and is accepted by WES. Rushford Business School is offering dual qualification with an internationally recognised qualification titled Level 7 Diploma in Executive Management along with its own degrees.

### UCA, UK MBA Top-up

Rushford Business School partnered with Berlin School of Business & Innovation to offer Global MBA top-up award from the University of Creative Arts, UK. Students with prior ofqual qualification are eligible to apply for this top-up qualification and earn a reputed Global MBA from a reputed UK University.

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# Research Impact

## Confab360° Academic Integration Conferences

Rushford Business School and the European School of Data Science & Technology, in pursuit of extending research and contributing back to the society conducted two global conferences in the hybrid mode, and capacity development programs for training faculties, research scholars and corporate.

### Dec 2022

Conference on Emerging Technologies, Business, Sustainable Innovative Business Practices, and Social Well-being

### Jun 2023

Faculty Development Program Dished out a Far-reaching Research Acumen

### Jul 2023

Solutions on Tech, Sustainability, and Building a Sustainable Future

### Sep 2023

Immersive Conference on Artificial Intelligence and ChatGPT: Empowering Academicians, Researchers, and Corporate Leaders



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# Students Impact

## DBA Student Phạm Việt Anh Publishes Article in Bloomberg Businessweek



The article discusses the interdisciplinary field of "ecological economics," which not only connects ecology and economics but also encompasses psychology, anthropology, archaeology, and history. Understanding ecological economics is crucial for gaining a comprehensive view of how humans interact with the environment in the past and future, with the goal of designing a sustainable future.



## Three Students Present At a Global Conference

Conference on emerging technologies unfolded over two intellectually charged days on the 8th and 9th of December 2023.



**Philipp Klett**  
Research Scholar currently pursuing DBA Healthcare Management



**Dr. Mahbat Bahromov**  
Director of Global Health Research Center at Tajikistan, currently pursuing DBA Healthcare Management



**Giridhara Yennehole**  
MBA Real Estate Management  
Rushford Business School

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# Students Impact

## Global Immersion Sessions @ Berlin, Germany

Students attended Global immersion sessions related to innovation & entrepreneurship at Berlin, Germany in which students gained new perspectives and ideas. During the program, they gained more insights into design sprint. They found a problem and created different prototypes for possible solutions.



## Graduation Ceremony @ Dubai, UAE

Various students attended the graduation ceremony held in Dubai in Nov 2023. The event was attended by various dignitaries from the emirates.



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# Stakeholder Engagement

## Launch of Academic Coaching

The highlight of Academic Coaching available at the Rushford Business School is that students can avail one-on-one coaching. Understanding individual needs and problems and addressing the same through customized interventions and solutions is the commitment that the Rushford Business School makes to guarantee student success and satisfaction.

## Monthly Induction Sessions

As a Student Support initiative, once a new admission occurs, students are allowed to gather a “taste” of the LMS for the first week, a week of self-discovery. This week is the student’s opportunity to ascertain their readiness and ability to learn in an online environment.

Further, in 2023 special focus was on

**Critical Thinking & Study Skills**  
**Career Coaching**

## Frequent Virtual Open House Events

Throughout the year Rushford Business School organized various virtual “Open House” events to apprise students about available diverse academic choices and financial assistance programs .

*Stay tuned*  
**2024**

- Research Residency - March 2024
- Industry 5.0 Monthly Chapter - begin Jan 2024
- Global Virtual Exchange Initiatives
- Hackathon Jan 2024

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