



**AMERICAN
ACCREDITATION
ASSOCIATION**

Scope of Accreditation

Certificate no. TP26817

Rusel School of Business and Technology Limited UK

Training & Education Provider

No .	Program Subject	Method(s) of delivery	Description of Syllabus	Program Duration
1	Undergraduate Programs • BBA (Hons) Business Administration • BSc Digital Marketing & E-Commerce • BSc Information Technology • BSc Data Science & Analytics • BA International Tourism & Hospitality Management • BSc Software Engineering	Classroom, workshops, e-learning	Comprehensive module descriptors (syllabi and curricula) provided for all programs. The BBA (360 credits) covers Levels 4-6 with mandatory core modules and specialist pathways (Finance, Marketing, HRM, International Business, Entrepreneurship). The BSc Health Care Management (360 credits) covers foundational sciences, professional practice, policy, leadership, and a research project. All other undergraduate programs follow the same modular structure with defined learning outcomes, assessment strategies, and marking criteria.	3–4 Years

2	Graduate Programs • MBA (Master of Business Administration) • MSc Digital Marketing & Social Media Analytics • MSc International Business & Finance • EMBA (Executive MBA) • MSc Artificial Intelligence & Machine Learning • MSc Tourism, Events & Hospitality Innovation	Classroom, workshops, e-learning	Full module descriptors provided for all graduate programs. The MBA (180 credits) includes core modules (Strategy, Leadership, Finance, Marketing) and specialist pathways (HRM, Digital Marketing, Project Management, Healthcare, FinTech, Entrepreneurship). All MSc programs (180 credits) comprise taught modules and a 60-credit dissertation/project. The EMBA (180 credits) includes core leadership modules, optional pathways, and a Business Transformation Project. Each module specifies aims, learning outcomes, content, teaching strategies, assessments, and grading criteria.	1–2 Years
3	Doctoral Programs • PhD in Business Management • PhD in Marketing • PhD in Information Systems & Computing • PhD in Engineering & Smart Technologies • DBA (Doctor of Business Administration)	Classroom, workshops, e-learning	Comprehensive doctoral handbooks and module descriptors provided. The PhD (180 credits, QAA Level 8) includes research philosophy, advanced methods, doctoral seminars, proposal development, and a thesis (80,000–100,000 words) with viva voce. The DBA (180 credits) includes taught doctoral modules (Management Theory, Research Methodology, Strategic Leadership) and a practice-based thesis (40,000–50,000 words). All doctoral programs emphasize originality, methodological rigour, and scholarly dissemination.	PhD: 3–4 Years; DBA: 2 Years

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Executive Director

William Moore