



**Swiss International  
Management Academy**



**IIBM Institute  
of Business Management**



**MASTER OF BUSINESS ADMINISTRATION  
IN ARTIFICIAL INTELLIGENCE**  
**with**  
**DOCTOR OF BUSINESS  
ADMINISTRATION**



## ABOUT SIMA

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The Swiss International Management Academy, Switzerland delivers high-quality, fully accredited, and internationally recognized academic programs to a diverse global student community.

Swiss Academy offers a transformative educational experience, providing students with access to authentic Swiss academic excellence and practical training. This experience is enriched by a distinguished faculty, globally respected qualifications, strong employability prospects, and well-defined pathways for career progression. Our career-focused programs are carefully aligned with the European Higher Education Area (EHEA) and ensuring international compatibility and academic integrity. Swiss Academy is legally registered with the Swiss Government and maintains its commitment to quality through rigorous evaluations conducted by recognized accreditation bodies.





## WHY SWITZERLAND EDUCATION

SIMA is redefining global education through fully accredited, high-quality online programs rooted in Switzerland's academic excellence. We combine rigorous standards with the flexibility of modern learning to empower professionals worldwide. Our mission is to equip learners with the knowledge, practical skills, and global perspective essential for success in today's dynamic business landscape. At SIMA, we offer a transformative educational experience that advances your career and connects you to a network of global leaders.

## WHY CHOOSE SIMA?

- **Flexibility and Accessibility:** Study anytime, anywhere. Our online learning model allows you to progress at your own pace—ideal for working professionals, entrepreneurs, and full-time students balancing multiple commitments.
- **International Faculty and Network:** Learn from a diverse community of global educators and professionals, gaining cross-cultural insights and building valuable international connections.
- **Global Recognition and Accreditation:** Earn qualifications that hold international credibility. SIMA's programs are fully accredited and designed to meet global academic and industry benchmarks, preparing you for leadership roles worldwide.
- **Swiss Quality Education:** Benefit from Switzerland's globally respected academic excellence. SIMA delivers world-class programs that combine Swiss precision, innovation, and rigor—ensuring you receive a premium education wherever you are.

## STUDY AT YOUR OWN PACE, WHEREVER YOU ARE

- **Unrestricted Global Access:** Whether you are based in Switzerland or an international locale, our programs provide a flexible and comprehensive learning environment. All courses are thoughtfully designed for maximum accessibility.
- **Build a Powerful Global Network:** Enrollment in a SIMA online program integrates you into a diverse and influential international community of students, distinguished faculty, and accomplished alumni. This commitment to fostering global connections

- **Interactive and Engaging Learning Experience:** SIMA uses cutting-edge technology and online program give you access to world class education without the need to relocate .All courses are designed to be accessible ,providing you with interactive learning materials ,live sessions ,and rich online community

## WHY ZUG?

SIMA is proudly headquartered in Zug, Switzerland—a global hub for business, education, and innovation. Renowned for its stability, connectivity, and exceptional quality of life, Zug embodies progress and creativity. This dynamic environment inspires SIMA’s commitment to delivering globally focused, innovative, and high-quality online education to learners worldwide.





# ACCREDITATIONS:



## **American Accreditation Association (AAA)**

SIMA, the Swiss International Management Academy, is accredited by the American Accreditation Association (AAA), affirming its commitment to international standards of quality and competence.

This prestigious recognition enhances SIMA's global reputation and demonstrates the credibility of its programs worldwide, opening new avenues in the global education community.



## **European Association for Higher Education Advancement (EAHEA)**

The Swiss International Management Academy (SIMA) has secured accreditation from the European Association for Higher Education Advancement (EAHEA). This recognition from the European-based, independent, and international quality assurance association, founded in 1997, validates SIMA's commitment to rigorous European standards for universities, colleges, and online programs.



## **International Association for Quality Assurance in Pre-Tertiary and Higher Education (QAHE)**

The Swiss International Management Academy (SIMA) is accredited by QAHE (Quality Assurance in Higher Education), a globally recognized agency. As a trusted accreditation provider, QAHE ensures SIMA meets the highest standards of academic excellence, confirming that students receive a quality, globally benchmarked education.

# MEMBERSHIPS:



## **Association to Advance Collegiate Schools of Business (AACSB)**

The Swiss International Management Academy (SIMA) is a proud educational member of The Association to Advance Collegiate Schools of Business (AACSB), USA. Recognized as the gold standard for business education since 1916, AACSB connects SIMA to an elite global network committed to the highest quality standards, confirmed by its ISO 9001:2015 certification



## **Accreditation Council for Business Schools and Programs (ACBSP)**

Established in 1988, ACBSP was the first organization to offer comprehensive accreditation across all collegiate business degree levels (Associate to Doctoral), underscoring SIMA's commitment to globally recognized standards in management education.



## **Swiss Federation for Adult Learning (SVEB)**

The Swiss International Management Academy (SIMA) is a member of the Swiss Federation for Adult Learning (SVEB), the national umbrella organization for lifelong learning in Switzerland (founded 1951). This affiliation aligns SIMA with Swiss national quality standards and the eduQua system, ensuring our programs adhere to recognized quality labels for adult learning providers.



# RECOGNITIONS:

The Swiss International Management Academy (**SIMA**) is a **formally licensed training institution** in the Canton of Zug, Switzerland. The Academy focuses on delivering career-oriented higher education through strategic collaborations and is actively involved in international research and internship services, ensuring practical, globally recognized qualifications.

## PROGRAM HIGHLIGHTS

- **Financial Advantage & Cost Efficiency:** Achieve significant savings, with education expenses potentially reduced by up to 70% compared to traditional, full-time, on-campus programs.
- **Practical, Skills-Focused Curriculum:** Master the expertise required to solve real-world business challenges through a curriculum that seamlessly integrates essential theoretical knowledge with practical, industry-relevant insights.
- **Prestigious Academic Credentials:** Earn the exact same prestigious international degree as students enrolled in on-campus programs, ensuring full recognition and credibility.
- **Elite Global Networking:** Cultivate connections with a diverse and influential network of expert faculty, entrepreneurs, scholars, practitioners, and C-suite executives from leading international organizations worldwide.
- **Dynamic, Live Interactive Sessions:** Benefit from comprehensive academic support delivered through live, interactive classes with dedicated faculty members, teaching assistants, and a global cohort of peers.



## PROGRAM HIGHLIGHTS:

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**Dual Degree  
Program**



**60+120  
Credits**



**Total fees  
\$6000 USD**



**Mode:  
Online**



**Study Mode:  
English**



**Access:  
Globally**

# ABOUT IIBM INSTITUTE OF BUSINESS MANAGEMENT

IIBM Institute of Business Management, a leading online education platform, is dedicated to empowering individuals to unlock their professional potential through engaging learning experiences. Offering a diverse range of programs tailored to enhance expertise, IIBM Institute partners with prestigious universities worldwide, including the University of EIASM, Paris American International University - France, Swiss International Management Academy - Switzerland, European School of Management and Leadership - Czech Republic, American Management University, Swiss Business Leadership Academy, International Business Academy of Switzerland (IBAS), IBES-France among others. Establishing its marketing operations in 2008, IIBM Institute quickly garnered widespread acclaim from working professionals. In recognition of its commitment to excellence, IIBM Institute was honored with the "Most Trusted Online Learning Institute of the Year" award.

**2 Lacs+**  
Hours of learning

**45,000+**  
Learners

**150+**  
Staff

**16 Years**  
Of Existence

## Accreditation and Memberships



Confederation of Indian Industry





# WHY IIBM INSTITUTE OF BUSINESS MANAGEMENT

## 100% Online Delivery



## Affordable Payment Plans



## Academic Advisor and Research Supervisor Support



## Accredited and Internationally Recognised Programs



## Global Classroom



## Application-Centric Coursework



# MBA IN AI WITH DBA PROFESSIONAL DEGREE PROGRAM: **MBA IN AI & DBA**

## Course Overview

**MBA IN AI WITH DBA PROFESSIONAL DEGREE PROGRAM** is a Dual Degree Program ,where successful learners will be awarded with an MBA AI WITH DBA from Swiss International Management Academy from ,Switzerland. The Dual Program MBA AI with DBA can be completed within a flexible duration (1-3 Years).This program is designed specifically keeping in mind the flexibility required by working professionals . This is a completely online program , with the assistance of a personal Tutor .

The 60 credit point program MBA AI Degree and 120 credit point DBA Degree are awarded by universities Accredited by corresponding government bodies.The integrated arrangement will allow learners to avoid any repetition of coursework, there by allowing them to save on both time and money.

This program is an integrated dual degree track that strategically combines the Master of Business Administration in AI with Doctor of Business Administration (DBA).

It is precisely engineered as a cohesive academic journey for ambitious working professionals and future-focused business leaders seeking the highest level of practical and scholarly management expertise.

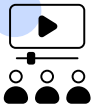
Graduates as a Doctor with this unique program offering, which allows you to take up your MBA AI WITH DBA





# HOW YOU **LEARN**

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## **Video Classes**

The well developed customised online video lessons designed by our faculty will lay the foundation for your learning



## **Personal Tutor**

One to one personal tutor meetings will clarify your doubts and also provide guidance on your assignments.



## **Text Learning Contents**

Text learning content means study materials in written form—like articles, eBooks, or notes—that help learners easily understand and remember information. It allows self-paced learning with clear and organized content.



## **Online Library**

An online library is a digital place with books, journals, and study materials available on the internet. It lets users read or download content anytime, anywhere. Online libraries make learning and research quick and easy.



## **Collaborative Learning**

Collaborative learning means students learning together by sharing ideas and solving problems as a team. It helps them build teamwork, communication, and understanding by learning from each other.

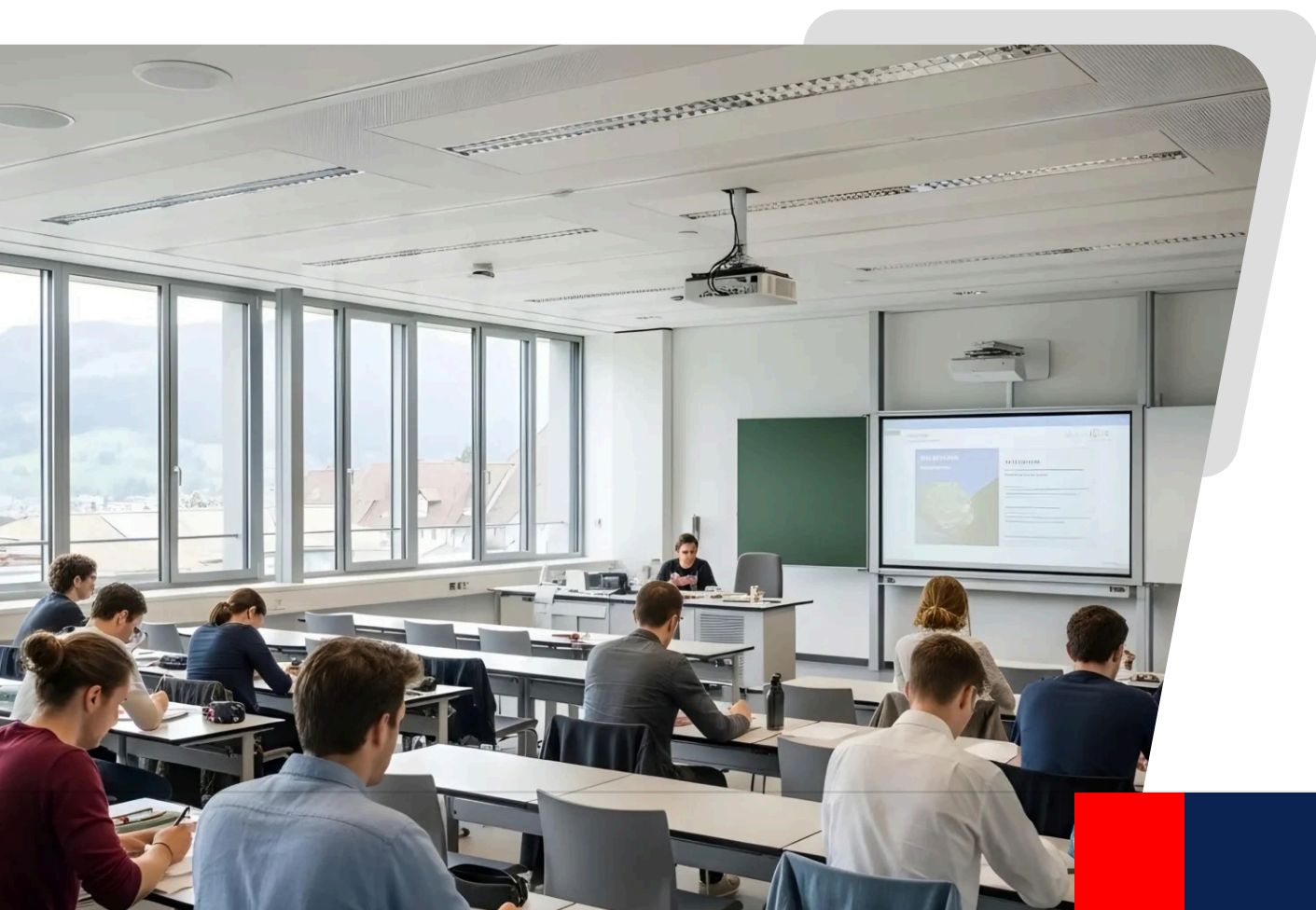
## **PROGRAM BENEFITS:**

- **Advanced Strategic Insight:** Graduates gain a deep understanding of business strategies, enabling informed decisions that drive growth and success.
- **Elevated Professional Standing:** The Executive DBA enhances credibility, unlocking opportunities for senior leadership and C-suite roles.
- **Leadership in Transformational Roles:** Graduates are equipped to lead organizational change and drive long-term success in executive or consultancy positions

# INTRODUCING SWISS INTERNATIONAL MANAGEMENT ACADEMY'S MBA IN AI WITH DBA DEGREE PROGRAM

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The MBA (AI) with DBA program from the Swiss International Management Academy, Switzerland combines managerial excellence with doctoral-level scholarship. This unique pathway integrates the practical, career-focused training of an MBA (AI) with the research-driven rigor of a DBA, preparing professionals to lead with impact and vision. Learners gain international exposure, develop global leadership perspectives, and apply advanced research to solve complex business challenges. Graduates earn two prestigious Swiss credentials, equipping them for executive leadership, entrepreneurship, consulting, or academia—standing out as both accomplished practitioners and thought leaders in today's fast-changing global business environment.





# ABOUT THIS PROGRAM

**Earn Online MBA in AI with DBA professional Degree :** Master of Business Administration in AI with Doctor of Business Administration from Swiss International Management Academy , Switzerland

The MBA in AI with DBA professional Degree is a 180-credit program combining advanced business education with research methodology and a final thesis, empowering learners with both managerial excellence and scholarly expertise.

The MBA in AI with DBA professional Degree is delivered 100% online, supported by high-quality digital resources, academic assistance, and dedicated research supervision to ensure effective guidance and meaningful student engagement.”

Study anytime, anywhere, while balancing course work with professional and personal responsibilities.

Learn from highly qualified academicians and industry experts with global experience

This MBA in AI with DBA professional Degree offers flexibility for executives while combining managerial excellence with Advanced research expertise.



## PROGRAM HIGHLIGHTS:

- SIMA offers this program as a MBA in AI with DBA professional Degree, providing the opportunity to specialize in two fields at once.
- SIMA is a licensed Higher Education Institute in the Canton of Zug, Switzerland
- Accredited by European Association for Higher Education Advancement (EAHEA)
- Swiss Made Education-Authentic Education in Zug, Switzerland
- Accredited By QAHE (International Association for Quality Assurance in Higher Education)
- Live & Interactive faculty, Alumni, and industry-specific sessions.
- Access to Advanced Learning Management System (LMS)
- Earn the same degree as that which is awarded to learners who have successfully completed the program on-campus in Swiss.
- Cost-effective program with EMI Options.

|                 |                                                                                                                                       |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Program Title   | MBA AI with DBA                                                                                                                       |
| Course Level    | Doctorate Degree                                                                                                                      |
| Course Duration | 1 to 3 Years                                                                                                                          |
| Eligibility     | A Bachelor's degree (in any discipline) with a minimum of 50% marks<br>A minimum of 2 years of professional experience is recommended |
| Mode of Study   | Online                                                                                                                                |
| Classes Type    | Flexible Classes and Weekend Study Option                                                                                             |

## FEE DETAILS:

|                                   |
|-----------------------------------|
| <b>FEES IN USD</b>                |
| <b>TOTAL PROGRAM FEES: \$6000</b> |

# CURRICULUM STRUCTURE

## 1. Core Subjects (MBA in AI)

1. System and Operations Management
2. Mastering Leadership: Theories and Concepts
3. Strategic Management
4. Organisational Change and Development in Management System
5. Business Analytics and Data - Driven Decision Making
6. Specialization Subject

## 2. Electives (MBA in AI)

### Students must select:

- 1 MBA Elective (exam-based)

### Elective Options:

- Project Management in AI
- Finance Management in AI
- Marketing Management in AI
- Human Resource Analytics
- Applied Machine Learning and Deep Learning
- Supply Chain Optimization with AI
- Entrepreneurship and New Ventures
- AI-driven Global Business

## 3. Core Subjects (DBA)

### Students must select:

- DBA Elective (thesis-based)

### Elective Options:

- Artificial Intelligence & Machine Learning
- Risk & Safety ManagementBusiness Analytics
- Sales and Marketing Management
- Construction Management
- Digital Marketing
- Entrepreneurship Management
- Environmental Management
- Executive Leadership
- Finance Management
- General Management
- Global Business Management
- Health Science & Hospital Management
- Human Resource Management
- Information Technology
- Logistics & Supply Chain Management
- Oil & Gas Management
- Production & Operations Management
- Data and Cyber Security
- Project Management



## 4. Research Methodology & Thesis (DBA Component)

- Research Methodology & Thesis Project
- Doctoral Research Project Literature Support
- Doctoral Research Project Research Methodology
- Doctoral Research Project Results and Findings
- Doctoral Research Project Conclusions and Recommendations

Note: All examinations are conducted for the MBA component (core + elective). The DBA elective serves as the foundation for the doctoral thesis.

## HOW TO APPLY FOR MBA(AI) WITH DBA PROFESSIONAL DEGREE PROGRAM

- **Stage 1:** Upon successful payment of the registration fee of USD 1,200, an Acknowledgement Letter will be issued to the applicant.
- **Stage 2: MBA Program**  
Upon completion of 60% of the total program fees, students will become eligible to sit for the MBA examinations. Successful candidates will be awarded the MBA degree and assigned a doctoral thesis guide.
- **Stage 3: DBA Program**  
Once a thesis guide has been assigned, students may begin their DBA thesis work. The DBA degree will be awarded upon submission of all research- related documentation and clearing all pending fees.

## Certification

Students will receive two separate professional degree certificates and academic transcripts: one for the MBA and one for the DBA.

# ACADEMICS MENTORS



**DR. LATIKA VAISHAK  
SHANBHAG**

ACADEMIC DEAN &  
THESIS SUPERVISOR



**DR. FEDERICA  
RUSSO**

ENTREPRENEURSHIP  
MANAGEMENT



**DR. LEON TSVASMAN**

STRATEGIC ADVISOR



**PROF. RALCIAN  
LANYDEH**

STRATEGIC CONSULTANT



**DR. EDWARD DJAMOME**

LEADERSHIP CONSULTANT



# ACADEMICS MENTORS



**DR. SANDEEP  
KULSHRESTHA**  
HR STRATEGIST



**DR. RAM  
KASIVISWANATHAN**  
FINANCE STRATEGIST



**DR. MUKTI KATARIYA**  
FINANCIAL PSYCHOLOGY  
SPECIALIST



**DR. NAGESWARA  
RAO**  
IT STRATEGIST



**DR. MAANI DUTT**  
MARKETING STRATEGIST



# ACADEMICS MENTORS



**DR. DULARI RAJPUT**  
IT STRATEGIST



**DR. KANUPRIYA GUPTA**  
HRM & SUSTAINABILITY  
RESEARCH EXPERT



**PROF. ANKIT WALIA**  
FINANCE TRAINER  
AND PSYCHOLOGIST



**DR. REETHA DINESH**  
LEADERSHIP STRATEGIST



**DR. MARKUS RACH**  
APPLIED MARKETING  
SCIENTIST





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**For additional details  
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