



AMERICAN  
MANAGEMENT  
UNIVERSITY



IIBM Institute  
of Business Management

Partnered By

# Doctor of Business Administration

# Master of Business Administration



Authorized by the Académie de Paris:

Under the jurisdiction of the Ministry of National Education of France



ACADEMIE  
DE PARIS

Liberté  
Égalité  
Fraternité



# Why you need a DBA?



Highest Academic  
Accolade In Business



Critical  
Thinking Skills



Problem  
Solving Skills



Research  
Experience



Data Literacy &  
Analytical Skills



Access To  
Faculty Positions



Entry To Executive  
Leadership Roles



Unlock Business  
Consultancy Roles



Eligibility For  
Policymaking  
Roles



Established  
Credibility of  
'Dr.' Title



Build A Competitive  
Edge Among Peers



Qualify For Senior  
Roles & Increased  
Remuneration





# About American Management University



American Management University is a nonprofit, internationally focused institution dedicated to developing ethical and effective leaders through rigorous, flexible, and career-relevant education. Registered in the Republic of France, AMU operates as a legally authorized private distance-learning institution under the French Ministry of Education (Code de l'Éducation: L444-1 to L444-11, R444-1 to R444-28).

AMU's global credibility is reinforced through recognitions and memberships with highly respected bodies, including the International Accreditation and Recognition Council (IARC), MACCA – Management and Accreditation Council for Colleges & Academies, QAHE – International Association for Quality Assurance in Pre-Tertiary & Higher Education, the Accreditation Council for Business Schools and Programs (ACBSP) – Educational Member, the Association for Transnational Higher Education Accreditation (ATHEA) – Institutional Member, the International Accreditation Council for Business Education (IACBE) – Educational Member, the European Council for Business Education (ECBE) – Institutional Member, and the Council on International Higher Education Supervision (CONIES) – Affiliate Member.

# Introducing **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 Institute of EIASM (European Institute of Applied Science and Management), 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, 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.



# Why IIBM Institute of Business Management

100% Online Delivery



Academic Advisor  
and Research Supervisor  
Support



Global  
Classroom



Affordable Payment Plans



Accredited and  
Internationally  
Recognised Programs



Application-Centric  
Coursework



# Introducing American Management University's DBA

The Doctor of Business Administration (DBA) at American Management University is designed for business professionals who seek to advance their careers through a deep understanding of advanced business principles and the application of research to real-world business problems. This program focuses on the development of analytical and strategic skills, enabling graduates to generate solutions that significantly impact business practice and policy.



## About this Program

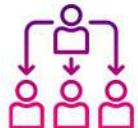
- ▶ Earn Online Doctor of Business Administration Degree from American Management University
- ▶ Develop skills in leadership, ethical reasoning, and decision-making processes in complex and diverse environments.
- ▶ This DBA is delivered 100% online, along with quality digital resources, Academic Assistance, and Research Supervision for student guidance and 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 program is tailored to fit the demanding and unpredictable schedules of senior executives.
- ▶ Expand your professional network through access to business leaders, academic experts, and alumni via global conferences and AMU events.



# Doctor of Business Administration



Highest Academic Qualification in Business Management



Pursued by Senior Professionals and Executives



Guidance from Research Supervisors



Takes 2 years or more to complete



Combination of Academic Coursework & Learner-led Research



Successful Graduates are awarded with a 'Doctor' title



# Our DBA is Better



Distance  
Delivery for  
Convenience



1:1 Teaching  
method with  
dedicated  
Professors for  
each learner



Easy-to-Access  
Online Course  
Materials



Access the  
ProQuest Online  
Research Library



Flexible and  
Affordable  
Payment Plans



Earn a Fastrack  
DBA in 2 years



Developed for  
Full-Time  
Professionals

# How to Apply for a DBA?

## Admission Process

The DBA program has a continuous intake with cohorts commencing every alternate month. The ongoing admission process is as follows:



### Submit Application

Submit application through application form



### Receive Offer Letter From Institute

Institute Give Offer Letter



### Offer Acceptance

Accept offer letter given by Institute



### Registration

Submit Registration Fee Payment



### Admission

Admission Letter, Learning Portal Access

## Eligibility Criteria

### Highest Qualification

Candidates must hold an MBA, Master's degree, or an equivalent qualification from recognized institutions in Management, Business, Commerce, Economics, Engineering Management, or other allied subjects.

### Work Experience

Minimum of 5 years of professional work experience.

### Language Proficiency

English language proficiency at a professional level.

# Course Overview

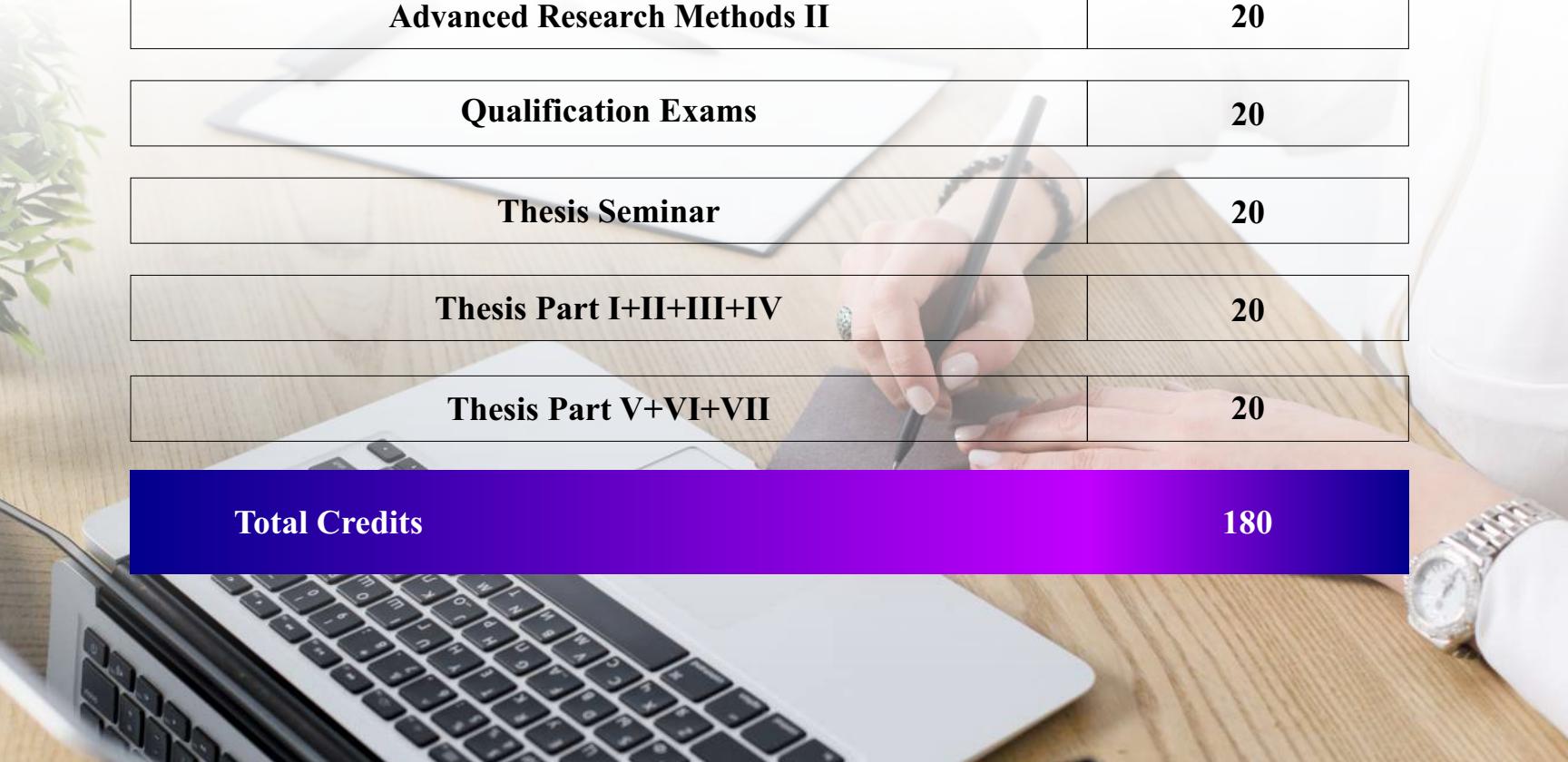
<b>Program Title</b>	<b>Doctor of Business Administration</b>
<b>Course Level</b>	<b>Doctorate Degree</b>
<b>Course Duration</b>	<b>1 to 3 Years</b>
<b>Eligibility</b>	<b>Master's with 5 years of working experience</b>
<b>Maximum Credits</b>	<b>-</b>
<b>Mode of Study</b>	<b>Online</b>
<b>Classes Type</b>	<b>Flexible Classes and Weekend Study Option</b>



# What will your DBA Program

## Program Structure

Core Subjects	Credits
Strategic Management	10
Organisational Change and Development in Management System	10
Mastering Leadership: Theories and Concepts	10
System and Operations Management	10
Specialization	20
Thesis	
Advanced Research Methods I	20
Advanced Research Methods II	20
Qualification Exams	20
Thesis Seminar	20
Thesis Part I+II+III+IV	20
Thesis Part V+VI+VII	20
Total Credits	180



# Specialization

## Doctor of Business Administration

1. Executive Leadership 2. General Management 3. Health Science and Hospital Management 4. Sales and Marketing Management 5. Production and Operations Management 6. Human Resource Management 7. Logistics and Supply Chain Management 8. Artificial Intelligence & Machine Learning 9. Risk & Safety Management 10. Project Management 11. Digital Marketing Management	12. Business Analytics 13. Environmental Management 14. Banking & Financial Services Management 15. Oil and Gas Management 16. Entrepreneurship Management 17. Data and Cyber Security 18. Global Business Management 19. Finance Management 20. Construction Management 21. Information Technology
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# Fee Details

Fee in USD
Total Program Fee
\$ 6000

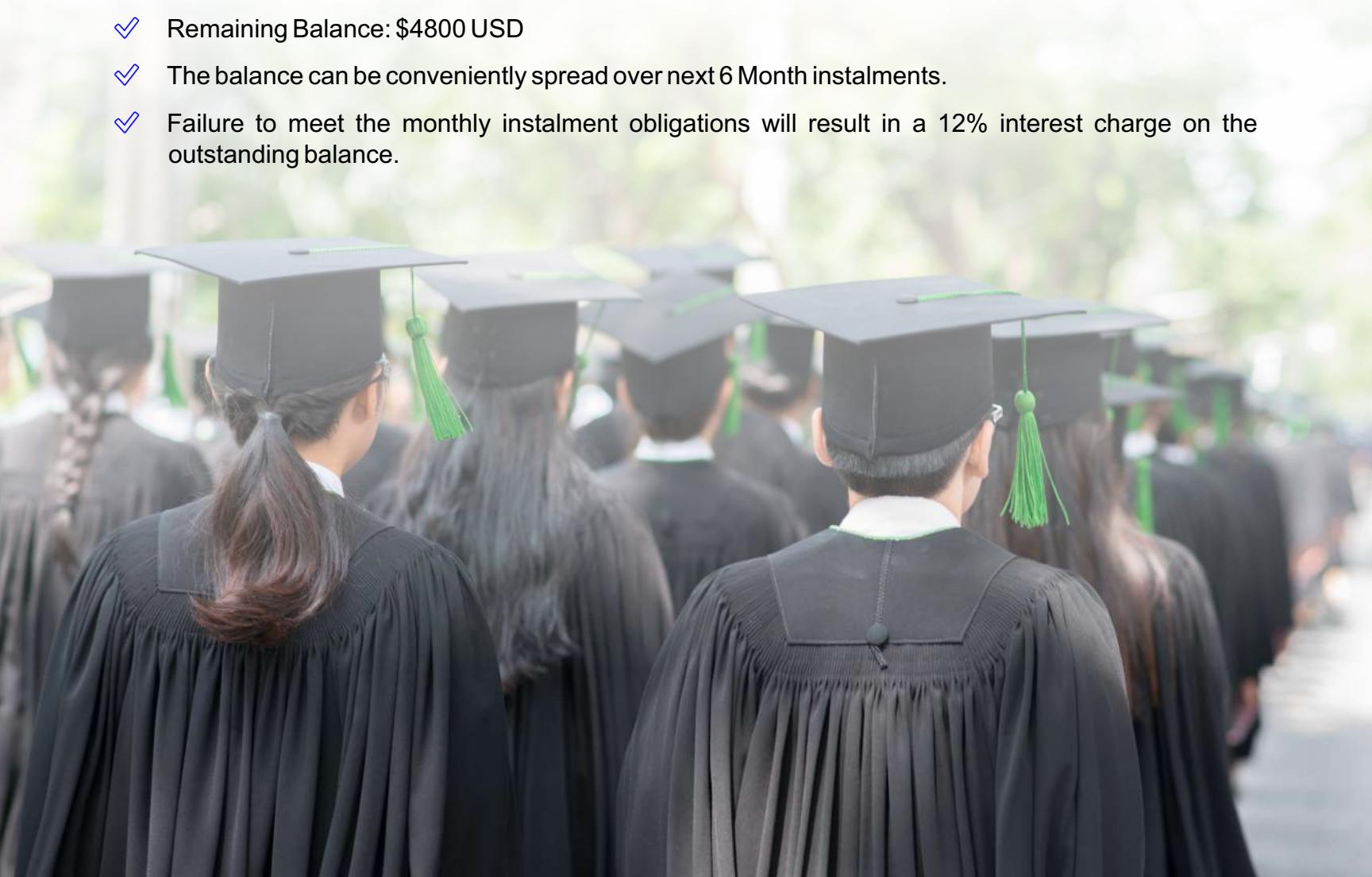
## PAYMENT TERMS:

- ✓ Lump Sum Payment or Early Payment Discount:

A Discount of 300 USD is applicable on the total fees when paid in full within the first month of enrolment.

## Monthly Payment Plan:

- ✓ Initial payment: \$1200 USD (due within the first month)
- ✓ Remaining Balance: \$4800 USD
- ✓ The balance can be conveniently spread over next 6 Month instalments.
- ✓ Failure to meet the monthly instalment obligations will result in a 12% interest charge on the outstanding balance.



# Sample Certificate

## American Management University

Upon the recommendation of the Faculty,  
American Management University does hereby confer upon

**Roy Virgen Jr.**

the degree of

**Doctor of Business Administration  
Specializing in Marketing**

with all the rights, honors and privileges thereunto appertaining.

In witness whereof, the seal of the University and the signatures as authorized  
by the Board of Directors of American Management University in Paris, France, are hereunto affixed

February 9, 2025



Roy Virgen Jr.

Founder and Chairman



AMERICAN  
MANAGEMENT  
UNIVERSITY



Michael Kahler

President

# Introducing American Management University's MBA

The Master of Business Administration (MBA) at American Management University is designed for professionals aiming to advance their careers in business leadership. This flexible, you focused program can be completed in as little as one year, tailored to meet individual career goals and schedules. It prepares students for senior management roles by enhancing strategic thinking, leadership abilities, and global business insight.



## About this Program

- ▶ Earn Online Master of Business Administration Degree from American Management University
- ▶ Study foundational business areas such as accounting, finance, marketing, operations, and human resources.
- ▶ Culminate your studies with a Capstone Course where you'll develop a new business plan for your own company or another company, with instructor approval.
- ▶ Study anytime, anywhere, while balancing course work with professional and personal responsibilities.
- ▶ Learn from highly qualified academicians and industry experts with global experience
- ▶ Tailor your MBA with a course concentration in areas like Human Resource Management, Sales and Marketing Management, Information Technology and many others.



# Course Overview

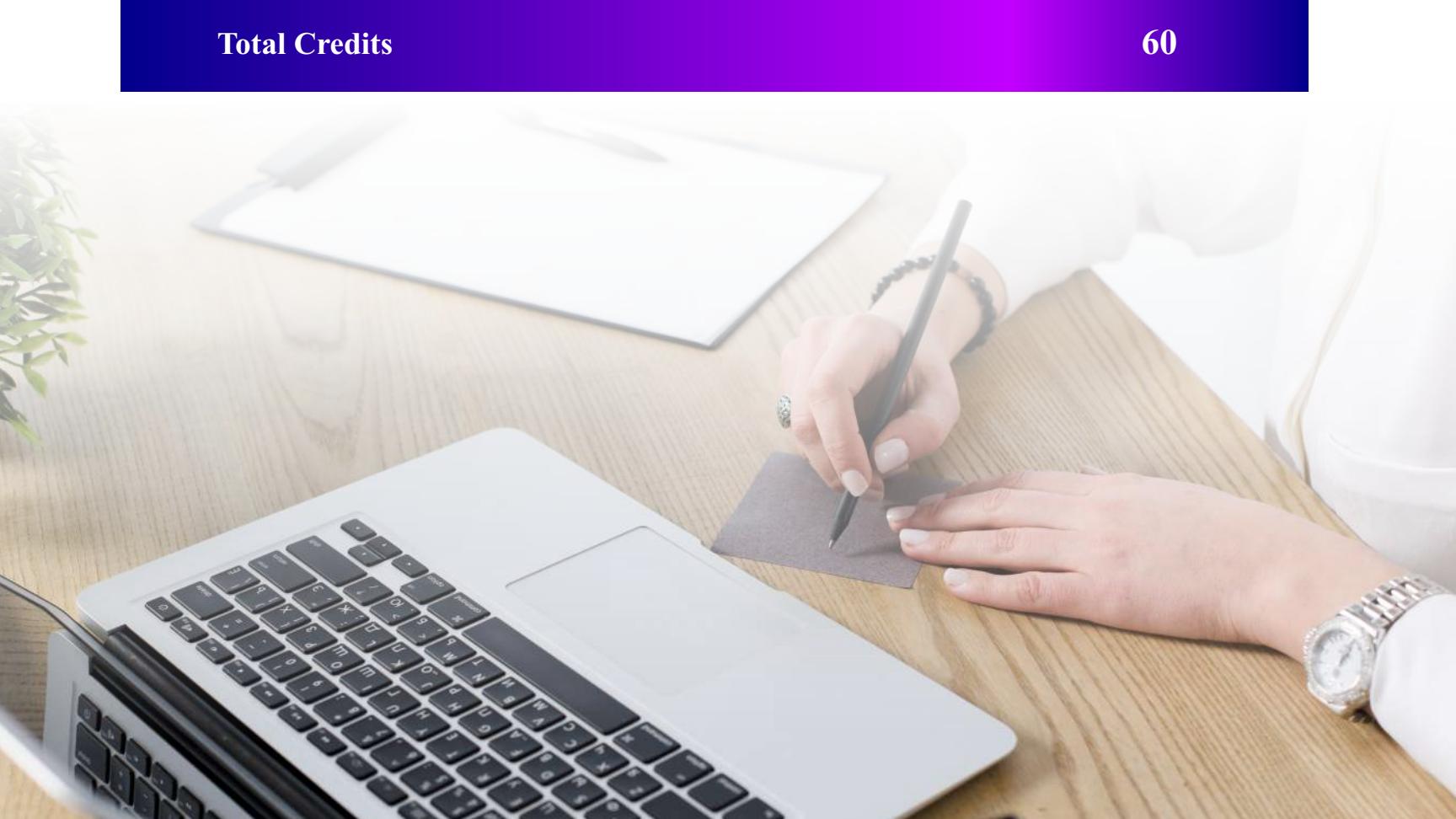
Program Title	Master of Business Administration
Course Level	Master Degree
Course Duration	1 to 2 Years
Eligibility	Bachelor's Degree (or equivalent)
Maximum Credits	-
Mode of Study	Online
Classes Type	Flexible Classes and Weekend Study Option



# What will your MBA Program

## Program Structure

Core Subjects	Credits
Executive Leadership	10
Business Communication	10
International Business Management	10
Strategic Management	10
Production & Operations Management	10
Specialization Subject	10
<b>Total Credits</b>	<b>60</b>



# Specialization

## Master of Business Administration

1. Human Resource Management.
2. Sales and Marketing Management.
3. Banking & Financial Services Management.
4. Digital Marketing Management.
5. Health Science and Hospital Management.
6. Logistics and Supply Chain Management.
7. Information Technology.
8. Business Analytics.
9. Quality Management.
10. Project Management.



# Fee Details

Fee in USD
Total Program Fee
\$ 3500

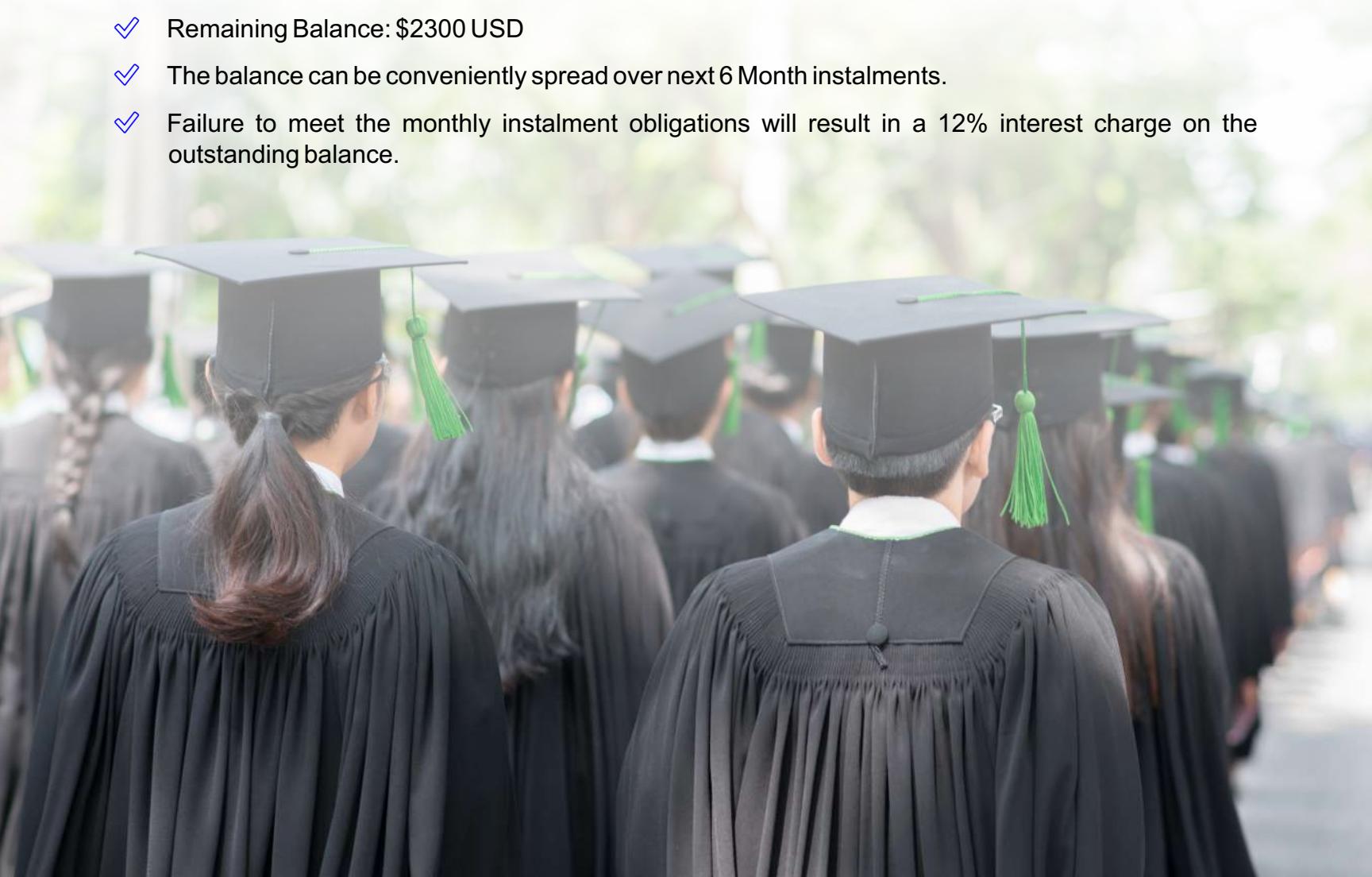
## PAYMENT TERMS:

- ✓ Lump Sum Payment or Early Payment Discount:

A Discount of 300 USD is applicable on the total fees when paid in full within the first month of enrolment.

## Monthly Payment Plan:

- ✓ Initial payment: \$1200 USD (due within the first month)
- ✓ Remaining Balance: \$2300 USD
- ✓ The balance can be conveniently spread over next 6 Month instalments.
- ✓ Failure to meet the monthly instalment obligations will result in a 12% interest charge on the outstanding balance.



# Academics Mentors



*Dr. Latika Vaishak Shanbhag*  
*Academic Dean & Thesis Supervisor*



*Dr. Federica Russo*  
*Entrepreneurship Management*



*Dr. Leon Tsvasman*  
*Strategic Advisor*



*Dr. Dulari Rajput*  
*IT Strategist*



*Professor Ankit Walia*  
*Finance Trainer and Psychologist*



*Dr. Reetha Dinesh*  
*Leadership Strategist*

# 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*



*Dr. Meghna Bharadwaj*  
*MSW & PhD in Social Work*

A woman with blonde hair, wearing a black graduation cap, is holding a dark green diploma folder. The word "DIPLOMA" is visible on the front of the folder. She is smiling and looking towards the camera.

DIPLOMA



AMERICAN  
MANAGEMENT  
UNIVERSITY



**IIBM Institute**  
of Business Management

Partnered By

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