



**Swiss International
Management Academy**

AACSB

Business
Education
Alliance
Member

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**Become the
Business Leader
You Aspire to Be**

Powered by the
Features of AI

Swiss International Management Academy

**MBA AI
DBA AI
DBA with MBA AI**



IIBM INSTITUTE OF BUSINESS MANAGEMENT

About SIMA

Swiss International Management Academy (SIMA) delivers a truly global learning experience rooted in Switzerland. SIMA's internationally recognized programs, led by distinguished faculty, empower students with practical skills, global perspectives, and strong career prospects. Every SIMA program is accredited and aligned with European higher education standards, ensuring quality, credibility, and opportunities that open doors worldwide.

Why Switzerland Education?

Quality Global Education

Benefit from the high standards and academic rigor of Swiss education, even when studying online

Accredited Programs

Earn a Degree from an internationally accredited institution

Flexible Learning

Study at your own pace, from anywhere in the world, while balancing your professional and personal life

Global Networking Opportunities

Build a network of peers, mentors, and professionals from all over the world

Practical Skills for Career Success

Our programs are designed to provide you with the skills that can be directly applied to the workplace, enhancing your career prospects

The Swiss International Management Academy Switzerland holds multiple prestigious accreditations and memberships from leading educational and professional bodies, reflecting our commitment to academic excellence and global standards. Over the years, we have also received numerous recognitions for our quality, innovation, and contribution to international education.

ACCREDITATIONS



American Accreditation
Association (AAA)



European Association
for Higher Education
Advancement (EAHEA)



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

MEMBERSHIPS



Association to Advance
Collegiate Schools of
Business (AACSB)



Accreditation Council for
Business Schools and
Programs (ACBSP)



Swiss Federation for Adult
Learning (SVEB)

RANKINGS



Higher Education

About

IIBM Institute of Business Management

IIBM Institute, 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, to offer online Professional Executive, Doctorate, Masters and Bachelors Degrees.

Establishing its marketing operations in 2008, IIBM 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" and Emerging Global Ed-Tech Institute Of 2025 by National Excellence Awards 2025 quite recently.

2 Lacs+ | **55,000+** | **250+** | **17 Years**
Hours of Learning | Learners | Staff | of Existence

Accreditation and Memberships

ACCREDITED BY
EAHEA
European Agency for Higher Education & Accreditation



CII
Confederation of Indian Industry



MADRAS
MMA
MANAGEMENT
ASSOCIATION
ESTD. 1956

MBA AI

The MBA in Artificial Intelligence from the Swiss International Management Academy, Switzerland, is a future-ready professional degree designed for ambitious professionals.

This globally recognized program combines core business expertise with the latest AI capabilities, enabling you to lead digital innovation across industries. Through a 100% online delivery with live mentorship and hands-on learning, the program empowers you to master AI tools while specializing in an additional business domain of your choice.

Why choose MBA AI from SIMA?



Global
Recognition



Global
Network



Industry-Relevant
Curriculum



Flexible Online
Format



Experienced
Faculty



Prestigious
Institution

MBA AI PROGRAM HIGHLIGHT

- SIMA is a fully licensed higher education institution located in Switzerland.
- Experience live, interactive sessions with distinguished faculty, accomplished alumni, and seasoned industry experts.
- Gain access to an advanced Learning Management System (LMS) designed for seamless and flexible learning.
- Benefit from a cost-effective program with convenient EMI options.
- Receive personalized 1:1 thesis supervision for academic excellence.

Program Details

Duration: 1-2 Years
Delivery: Online Learning Mode

Eligibility Criteria

Bachelors/ diploma with 03 years of experience

Total Program Fee

In USD \$ 6000

** Pay in one lump sum to receive an additional scholarship of \$300*

Program Curriculum

Specialization Subject

1. Human Resource Management
2. Sales and Marketing Management
3. Banking and Financial Management
4. Digital Marketing Management
5. Health Science & Hospital Management

6. Logistics and Supply chain Management
7. Production and Operations Management
8. Quality Management
9. Product Management
10. Information technology.

CURRICULUM FRAMEWORK

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S.No.	Core Subjects	Credits
1.	Strategic Management	10
2.	Artificial Intelligence for Business	10
3.	Data Analytics and Machine Learning for managers	10
4.	Ethics, Governance and Responsible AI	10
5.	Business Analytics and Data - Driven Decision Making	10
6.	Specialization	10
Subject Credits		60
Total Credits		60

DBA AI

The Doctor of Business Administration (DBA) in Artificial Intelligence from the Swiss International Management Academy, Switzerland, is a globally recognized doctoral program designed for senior professionals seeking advanced expertise in AI-driven leadership.

This online program blends strategic business learning with cutting-edge AI applications, supported by expert faculty and research supervision. It equips you to conduct impactful doctoral research, lead digital transformation, and solve complex business challenges through intelligent, data-driven decision-making.

Why choose DBA AI from SIMA?



Research-driven
program with
professional impact



Access to experienced
global faculty &
real-world mentorship



Global-quality Swiss
education delivered
flexibly online



Cost-effective & flexible
payment options

DBA AI PROGRAM HIGHLIGHT

- SIMA is a fully licensed higher education institution located in Switzerland.
- Experience live, interactive sessions with distinguished faculty, accomplished alumni, and seasoned industry experts.
- Gain access to an advanced Learning Management System (LMS) designed for seamless and flexible learning.
- Benefit from a cost-effective program with convenient EMI options.
- Receive personalized 1:1 thesis supervision for academic excellence.

Program Details

Duration: 1-3 Years

Delivery: Online Learning Mode

Eligibility Criteria

Mester/ Bachelor's with 5 years of Working Experience.

Total Program Fee

In USD \$ 10000

** Pay in one lump sum to receive an additional scholarship of
\$300*

Program Curriculum

Specialization Subject

1. Executive Leadership
2. General Management
3. Quality Management
4. Health Science & Hospital management
5. Sales and Marketing Management
6. Production and Operations Management
7. Human resource Management
8. Logistics and Supply chain Management
9. Artificial Intelligence & Machine Learning
10. Risk & Safety Management

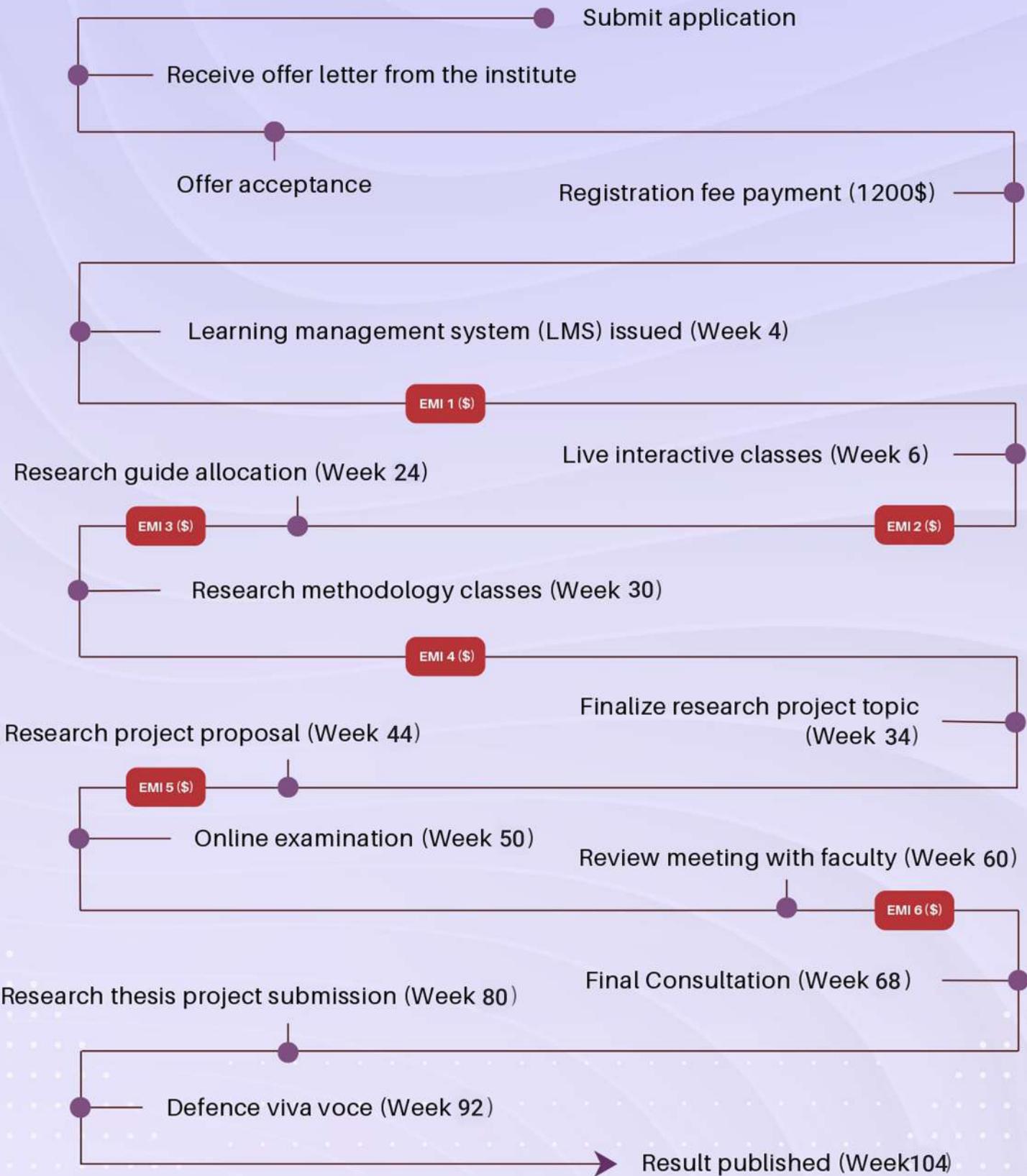
11. Project Management
12. Digital Marketing Management
13. Environmental Management
14. Banking & Financial Services Management
15. Oil & Gas Management
16. Entrepreneurship Management
17. Data and Cyber security
18. Information Technology
19. Global Business Management
20. Finance Management

CURRICULUM FRAMEWORK

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S.No.	Core Subjects	Credits
1.	Strategic Management at AI Leadership	10
2.	Business Analytics and Data-Driven Decision Making	10
3.	Ethics, Governance and Responsible AI	10
4.	Advanced Research Methodologies for AI and Business Transformation	10
5.	Specialization	20
Core Subjects Credits		60
Research Methodology & Thesis Project		5
Doctoral Research Project Literature Support		5
Doctoral Research Project Research Methodology		10
Doctoral Research Project Result and Findings		10
Doctoral Research Project Conclusions and Recommendations		30
Thesis Credits		60
Total Credits		120

DBA Journey





MBA AI + DBA DUAL DEGREE PROGRAM

The MBA in Artificial Intelligence with DBA Professional Degree Program is a Dual Degree pathway, through which successful learners earn both an MBA in AI and a DBA from the Swiss International Management Academy, Switzerland.

This Dual Degree program offers a flexible completion timeline of 2 to 3 years, making it ideal for working professionals seeking to advance their qualifications without interrupting their careers.

Designed with modern learners in mind, the program is delivered entirely online, ensuring global accessibility and seamless learning. Participants also receive continuous academic support through a dedicated personal tutor, enabling personalized guidance throughout their academic journey.

Learning Outcomes

Strategic Thinking – Apply advanced management concepts to analyze complex business challenges and develop effective strategies.

Leadership & Team Management – Demonstrate strong leadership skills and the ability to motivate, manage, and collaborate with diverse teams.

Decision-Making & Problem-Solving – Use analytical tools and frameworks to evaluate options, manage risks, and solve business problems effectively.

Innovation & Entrepreneurship – Identify opportunities, foster innovation, and apply entrepreneurial approaches to create value in dynamic markets.

Personalized Expertise – Develop specialized knowledge in chosen concentrations to align with career goals and industry needs.

Who is this program for?

The SIMA MBA AI with DBA Program is designed for ambitious professionals looking to enhance their management skills without putting their careers on hold. Tailored for individuals with 10 years of full-time work experience, this program is ideal for working professionals, business owners, and entrepreneurs. The curriculum specifically addresses the needs of professionals seeking advancement in their current field or exploring new opportunities. Graduates can expect a significant boost in their career prospects, with growth opportunities expanding considerably.

MBA AI WITH DBA PROGRAM HIGHLIGHT

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- Experience live, interactive sessions with distinguished faculty, accomplished alumni, and seasoned industry experts.
- Gain access to an advanced Learning Management System (LMS) designed for seamless and flexible learning.
- Benefit from a cost-effective program with convenient EMI options.
- Receive personalized 1:1 thesis supervision for academic excellence.

Program Details

Duration: 2-3 Years

Delivery: Online Learning Mode

Eligibility Criteria

Master/ Bachelor's with 5 years of working experience.

Total Program Fee

In USD \$ 6000

** Pay in one lump sum to receive an additional scholarship of \$300*

Program Curriculum

Specialization Subject

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

CURRICULUM FRAMEWORK

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S.No.	Core Subjects	Credits
1.	Strategic Management	10
2.	Artificial Intelligence for Business	10
3.	Data Analytics and Machine Learning for Managers	10
4.	Ethics, Governance and Responsible AI	10
5.	Business Analytics and Data - Driven Decision Making	10
	Specialization	10
	MBA Credits	60
	Doctoral Thesis	
	Research Methodology & Thesis Project	10
	Doctoral Research Project Literature Support	10
	Doctoral Research Project Research Methodology	20
	Doctoral Research Project Results and Findings	30
	Doctoral Research Project Conclusions and Recommendations	50
	DBA Credits	120

TESTIMONIALS

**Pansaw Nyassi**

Student
IIBM Institute of Business Management

Hi, my name is Pansaw Nyassi, and I've been a student at Swiss International Management Academy at IIBM Institute of Business Management. My time here has been transformative!

The guidance and mentorship from the faculty have been invaluable. I've had the chance to collaborate with like-minded individuals and have grown both academically and personally. The hands-on learning opportunities are second to none, and I'm confident I'm ready to take on the world. I highly recommend IIBM to anyone looking for excellence!

**Abdulhafed Mohammed
Abdullah Almagrabi**

HSSE Director | Libya | DBA Scholar
SIMA & IIBM

With over 19 years of leadership in safety, environmental management, and social responsibility within the global oil and gas sector, I am pursuing my DBA at Swiss International Management Academy through IIBM Institute Of Business Management has been a transformative journey. Guided by expert thesis supervisor and course advisor, the program's flexibility, academic depth, and global relevance allow me to grow intellectually while continuing my professional impact.

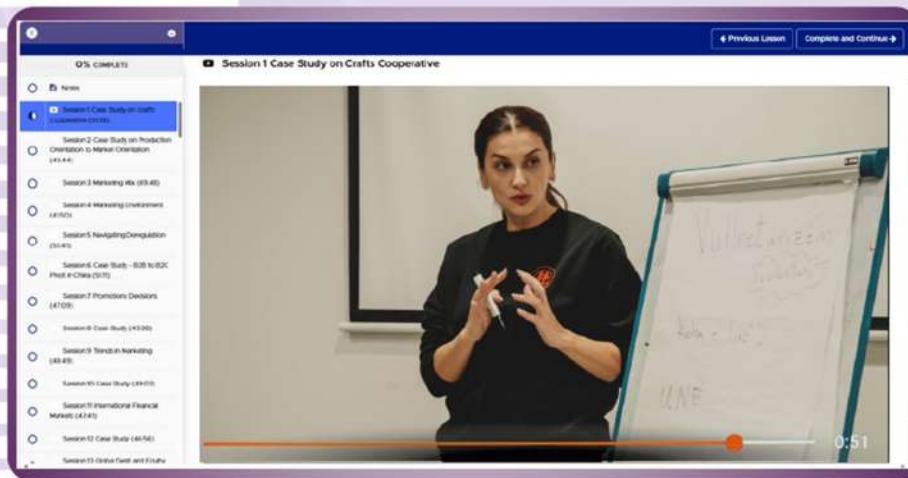
**Kinkoh Thomas Ngala**

Resources Mobilization and
Partnerships Manager | SIMA | DBA
Scholar | Cameroon

I am Mr. Kinkoh Thomas Ngala, and I am pursuing my Doctor of Business Administration from the Swiss International Management Academy in collaboration with the IIBM Institute of Business Management. Throughout this journey, I had the opportunity to work with people from diverse backgrounds and experiences. The lecturers and supervisors were exceptionally supportive, making the entire learning process enriching and inspiring. It has been a truly rewarding academic and professional experience that has strengthened my leadership and research capabilities.

YOUR DYNAMIC DIGITAL CAMPUS

The IIBM Learning Management System (LMS)



0% COMPLETE

Session 1 Case Study on Crafts Cooperative

Session 2 Case Study on Production (40:44)

Session 3 Marketing Mix (39:40)

Session 4 Marketing Environment (41:44)

Session 5 Navigating Regulations (31:41)

Session 6 Case Study - B2B to B2C (30:31)

Session 7 Promotions Decisions (41:09)

Session 8 Case Study (43:36)

Session 9 Trend in Marketing (43:49)

Session 10 Case Study (43:01)

Session 11 International Financial Markets (47:41)

Session 12 Case Study (46:56)

Session 13 Online Tools and Trends (40:44)

0:51

24/7 Access



Study on your schedule, at your convenience

Comprehensive Resources



Download lecture notes, case studies, and supplementary materials



Assignment Submission

Submit coursework and receive feedback digitally



Progress Tracking

Monitor your academic journey and performance



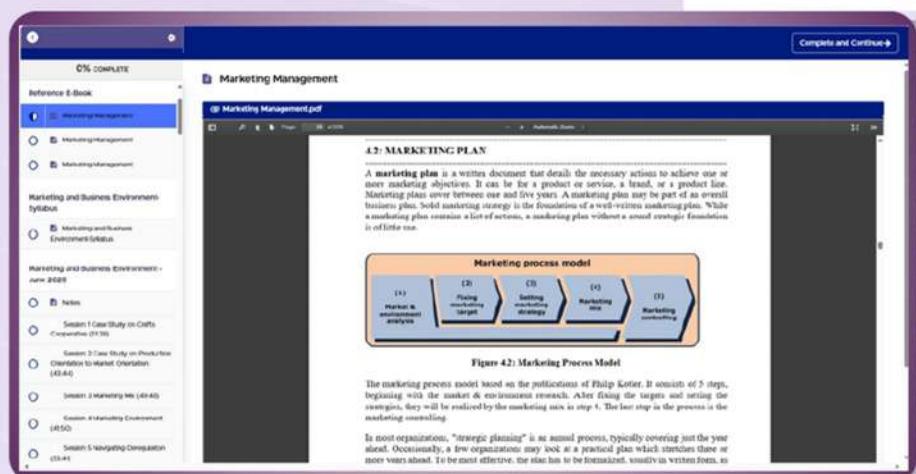
Live Session Integration

Seamless access to live virtual classes

Interactive Forums



Collaborate with peers and discuss topics with faculty



0% COMPLETE

Marketing Management

Marketing Management.pdf

4.2: MARKETING PLAN

A **marketing plan** is a written document that details the necessary actions to achieve one or more marketing objectives. It can be for a product or service, a business unit, or the entire business plan. Solid marketing strategy is the foundation of a well-written marketing plan. While a marketing plan contains a list of actions, a marketing plan without a sound strategic foundation is of little use.

Marketing process model

(1) Market & environment analysis

(2) Planning marketing target

(3) Setting marketing strategy

(4) Marketing mix

(5) Marketing monitoring

Figure 4.2: Marketing Process Model

The marketing process model used in the publications of Philip Kotler. It consists of 5 steps, beginning with the market & environment research. After fixing the targets and setting the strategy, it can be realized by the marketing mix in step 4. The last step is the process is the marketing monitoring.

In most organizations, "strategic planning" is an annual process, typically covering just the year ahead. Occasionally, a few organizations may look at a period five years which stretches three or more years ahead. To be most effective, the plan has to be formalized, usually in written form, as

Academic Mentors



Dr. Sandeep Kulshrestha

Dr. Kulshrestha has 19 years of corporate and 10 years of academic and consulting experience. With a Ph.D. in HRM, DBA, and International MBA, he is a certified leadership coach (3,500+ hours) and Principal Consultant at Rectangle Consulting, specializing in HR strategy and leadership development.

Linkedin: <https://www.linkedin.com/in/sandeepkulshrestha/>



Dr. Neetika Shrivastava Sohani

She is an academic professional with 13+ years of experience in HRM and Organizational Behavior. A Ph.D. in Management from Mewar University, she has taught at reputed institutions, completed executive training at IIM Rohtak, and contributed to corporate training and international research publications.

Linkedin: <https://www.linkedin.com/in/dr-neetika-shrivastava-sohani-25367814/>



Dr. Latika Vaishak Shanbhag

Dr. Latika Vaishak Shanbhag, Joint Academic Dean for DBA and MBA Programs at IIBM, has 22+ years of academic experience. She holds a Ph.D. in Financial Management, authored *How to Write a Dissertation?*, and has published extensively in management. A Seva Ratna Award recipient, she is widely recognized for her academic leadership.

Linkedin: <https://www.linkedin.com/in/dr-latika-vaishak-shanbhag-15a6b61b0/>



Dr. Ram Kasiviswanathan

Dr. Ram, DBA has 20+ years in software product management and 6 years teaching CA and CMA programs. He has led product development at Real Page India and Cognizant, published research, and is passionate about mentoring future leaders.

Linkedin: <https://www.linkedin.com/in/dr-ram-kasiviswanathan/>



Dr. Mukti Katariya

Dr. Katariya, Ph.D. in Commerce & Management, has 10+ years of experience in finance and management. She has taught at Trinity Institute and MIT School of Business, published research internationally, and completed multiple faculty development programs to advance financial education and student growth

Linkedin: <https://www.linkedin.com/in/dr-mukti-katariya-280b4b2a8/>



Dr. Nageswara Rao Atyam

Dr. Rao, Associate Professor and Head of Innovation and Entrepreneurship at CMRIT, Bangalore, has 12 years of experience in academia and research. A Ph.D. in PMUs-Based PSVS Assessment using AI & ML, he is an Innovation Ambassador for the Ministry of Education, with 30+ publications and expertise in research methodology, IPR, design thinking, and power systems.

Linkedin: <https://www.linkedin.com/in/dr-nageswara-rao-atyam-ba6931122/>



Dr. Dulaari A Rajput

Dr. Rajput, an IT executive with 17+ years of leadership experience, holds a Doctorate and MBA. She has worked with BNY Mellon, HSBC, and Cognizant, specializing in strategic planning, budget management, and people leadership, and has been recognized for driving IT innovation and excellence.

Linkedin: <https://www.linkedin.com/in/dr-dulari-rajput-cxo/>



Dr. Reetha Dinesh

Dr. Dinesh, Ph.D. in CRM, is an academic and corporate trainer with 16+ years of experience in Marketing, HR, Leadership, and Behavioural Development. A world record holder and WHD-U.K. Award winner, she is also an expert in IELTS, PTE, and professional development.

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Dr. Neha Gangwar

Dr. Gangwar, Ph.D. in Management (HRM & Organizational Behavior), is an academician with 14+ years of teaching and research experience. Holding multiple advanced degrees and UGC-NET qualification, she has served as AssistantDean of IQAC and Head of Student Affairs, and has published extensively in national and international journals.

Linkedin: <https://www.linkedin.com/in/neha-gangwar1212/>



Dr. Ralcian Lanydeh

Prof. Ralcian is a management consultant, lecturer, and CEO of Lanydeh & Partners with over a decade of experience in consulting, education, and leadership. Fluent in French and English, he specializes in strategy, training, and transformative learning for global organizations.

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Ankit Walia

With 12+ years of experience as a faculty and master trainer, Ankit Walia specializes in investment banking, financial modeling, accounting, and mutual funds. He is a certified AMFI ARN holder, MF distributor, and certified financial modeling professional from AIMA.

Linkedin: <https://www.linkedin.com/in/ankit-walia-6b1319136/>



Dr. Shyam Mohan JS

Dr. Shyam, Assistant Professor with 14+ years of experience, specializes in machine learning, blockchain, cloud computing, big data, and IoT. He holds a Ph.D., has authored papers and books, holds patents, and actively mentors students while driving research and innovation in emerging technologies.

Linkedin: <https://www.linkedin.com/in/shyam-mohan-j-s-2b613617b>



Swiss International Management Academy

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**For admission details
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UP, India
www.iibmindia.in

