



**Swiss International  
Management Academy**



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

Swiss International Management Academy

# Executive DBA

## DBA | MBA | BBA

Partnered by



**IIBM INSTITUTE OF BUSINESS MANAGEMENT**

# About SIMA

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

## Why Switzerland Education?

### Quality Swiss Education

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

### Fully 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 (SIMA) 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)

## RECOGNITIONS



Swiss Made Education



Zug Canton

## 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, including European Institute Of Applied Science and Management (EIASM), Swiss International Management Academy (SIMA) and Paris American International University (PAIU).

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.

<b>2 Lacs+</b> Hours of Learning	<b>45,000+</b> Learners	<b>150+</b> Staff	<b>16 Years</b> of Existence
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## Accreditation and Memberships

ACCREDITED BY  
**EAHEA**  
European Agency for Higher Education & Accreditation



**CII**  
Confederation of Indian Industry

INTERNATIONAL  
**QHE**  
ASSOCIATION  
ACCREDITED

M A D R A S  
**MMA**  
MANAGEMENT  
ASSOCIATION  
ESTD. 1956

# Executive DBA



The Executive Doctor of Business Administration (Executive DBA) at SIMA is designed for senior executives and business leaders seeking to advance strategic leadership skills and contribute to business knowledge through high-level research. Combining practical management insights with advanced research, the program equips professionals to become influential thought leaders in a dynamic global business landscape.

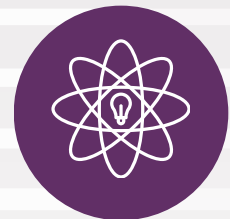
## Why Choose the Executive DBA from SIMA?



**Global  
Recognition**



**Global  
Network**



**Industry-Relevant  
Curriculum**



**Flexible Online  
Format**



**Experienced  
Faculty**



**Prestigious  
Institution**

# EDBA Program Highlights

- SIMA is a licensed higher education institute in Zug, Switzerland
- Live and interactive sessions with faculty, alumni and industry experts
- Access to advanced Learning Management System (LMS)
- Earn the same professional degree as students who complete the program on-campus in Europe
- Cost-effective program with EMI options
- 1:1 Thesis Supervision

## Program Details

**Duration :** 1-3 Years

**Delivery :** Online Learning  
Mode

## Eligibility Criteria

Master/Bachelor's with 5  
years of experience

## Total Program Fee

**USD: \$ 8000**

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

**\$300**

# Program Curriculum

## Specializations (choose any two)

- Artificial Intelligence & Machine Learning
- Banking & Financial Services Management
- Executive Leadership
- Digital Marketing Management
- Health Science & Hospital Management

- Human Resource Management
- Information Technology
- Oil & Gas Management
- Sales and Marketing Management
- Logistics and Supply Chain Management

## (SIMA) SWISS INTERNATIONAL MANAGEMENT ACADEMY

### SUBJECT SHEET 2025

Course	Core Subjects	Credits	
E D B A	• Financial Management	05	
	• Global Business Management	05	
	• Organisational Change and Development in Management System	05	
	• Strategic Management & Leadership	05	
	• Innovation & Entrepreneurship	05	
	• Marketing and Business Environment	05	
	• Major Specialization	10	
	• Minor Specialization	10	
	<b>CORE SUBJECT CREDITS</b>		<b>50</b>
	• Research Methodology and Thesis Project	10	
• Doctoral Research Project Literature Support	10		
• Doctoral Research Project Research Methodology	10		
• Doctoral Research Project Results and Findings	10		
• Doctoral Research Project Conclusions and Recommendations	30		
<b>THESIS CREDITS</b>		<b>70</b>	
<b>Total Credits</b>		<b>120</b>	

# Doctor of Business Administration

The Doctor of Business Administration (DBA) at SIMA represents the highest level of professional excellence in management. Designed for experienced professionals, this three-year program combines tailored coaching, advanced resources, and global perspectives to enhance leadership expertise. It offers a transformative journey that empowers executives to broaden their horizons, embrace challenges, and achieve remarkable success in business administration.

## Why DBA From SIMA?



Hone fundamental  
research abilities



Interactive sessions  
with faculty, alumni  
and industry experts



Experience a  
5-Day program in  
Prague for  
graduation



Achieve an equivalent  
European degree as  
campus graduates

# DBA Program Highlights

- SIMA is a licensed higher education institute in Zug, Switzerland
- Live and interactive sessions with faculty, alumni and industry experts
- Access to advanced Learning Management System (LMS)
- Earn the same professional degree as students who complete the program on-campus in Europe
- Cost-effective program with EMI options
- 1:1 Thesis Supervision

## Program Details

**Duration :** 1-3 Years

**Delivery :** Online Learning  
Mode

## Eligibility Criteria

Master/Bachelor's with 5  
years of experience

## Total Program Fee

**In USD :** \$ 6500

**In INR :** ₹ 5,40,000  
+ 18% GST

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

**\$300 / ₹25,000**

# Program Curriculum

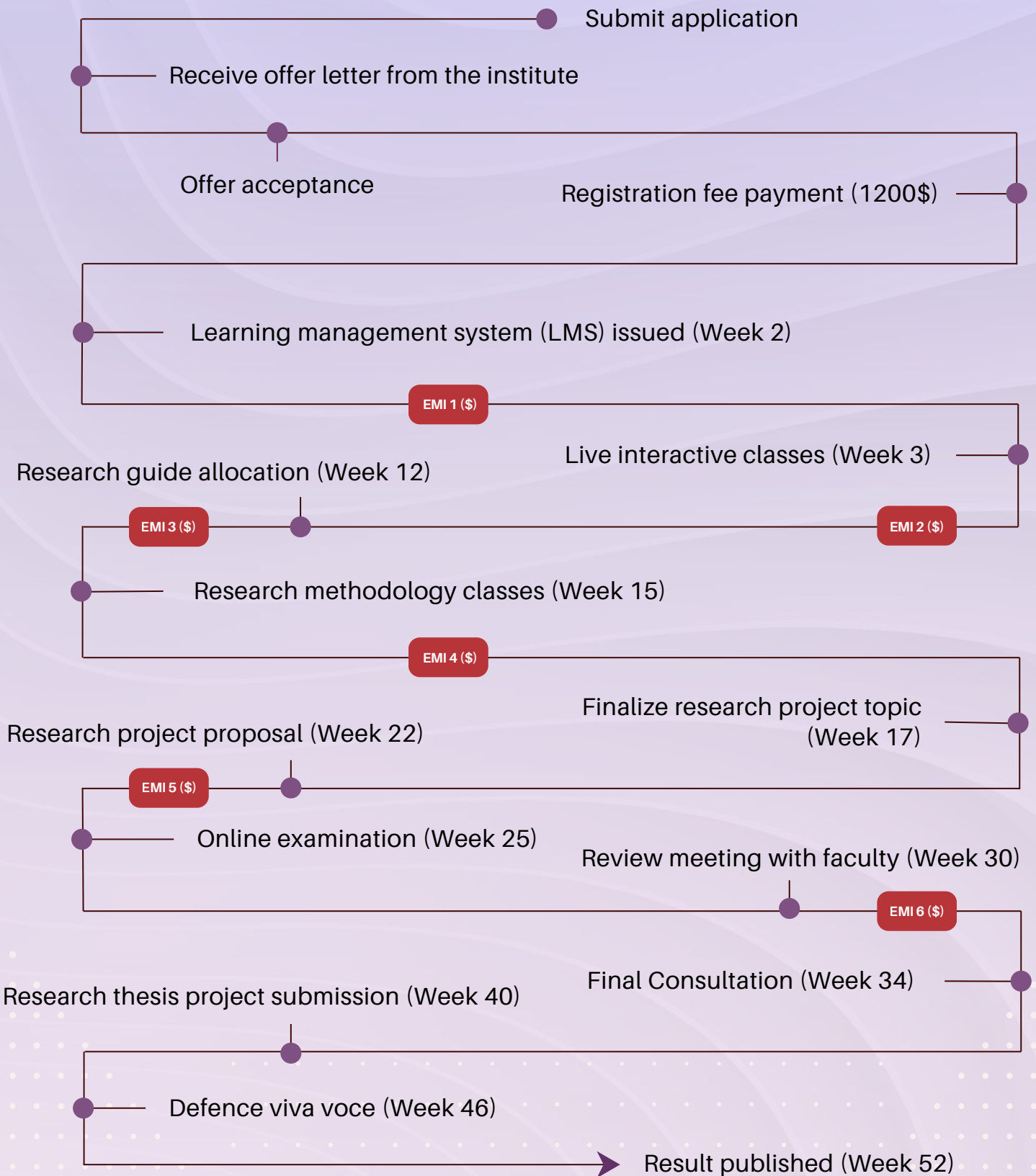
## Specializations (choose any one)

- Executive Leadership
- General Management
- Quality Management
- Health Science and Hospital Management
- Sales and Marketing Management
- Production and Operations Management
- Human Resource Management
- Logistics and Supply Chain Management
- Artificial Intelligence & Machine Learning
- Risk & Safety Management
- Project Management

- Digital Marketing Management
- Business Analytics
- Environmental Management
- Banking & Financial Services Management
- Oil and Gas Management
- Entrepreneurship Management
- Data and Cyber Security
- Information Technology
- Global Business Management
- Finance Management

COURSE	CATEGORY	COURSES	CREDITS
<b>D B A</b>	<b>Core Subjects</b>	Marketing and Business Environment	10
		Organisational Change and Development in Management System	10
		Mastering Leadership: Theories and Concepts	10
		Strategic Management	10
		Specialization Subject	10
	<b>Thesis</b>	Research Methodology & Thesis Project	10
		Doctoral Research Project Literature Support	10
		Doctoral Research Project Research Methodology	10
		Doctoral Research Project Results and Findings	10
		Doctoral Research Project Conclusions and Recommendations	30
<b>Total Credits</b>			<b>120</b>

# DBA Journey





**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 Dr. Latika and mentored by Mr. Ketan, 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.

# Masters of Business Administration

The Master of Business Administration (MBA) at SIMA is designed to enhance leadership and business expertise through hands-on, activity-based learning. Guided by experienced faculty, the program develops strategic decision-making, sharpens leadership skills, and offers multiple concentration options to tailor learning to your career goals.

## 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 Program is designed for ambitious professionals looking to enhance their management skills without putting their careers on hold. Tailored for individuals with 1-5 years of full-time work experience, this program is ideal for working professionals, business owners, and entrepreneurs.

The curriculum specifically addresses the needs of early-career 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 Program Highlights

- SIMA is a licensed higher education institute in Zug, Switzerland
- Live and interactive sessions with faculty, alumni and industry experts
- Access to advanced Learning Management System (LMS)
- Earn the same professional degree as students who complete the program on-campus in Europe
- Cost-effective program with EMI options

## Program Details

**Duration :** 1-2 Years

**Delivery :** Online Learning Mode

## Eligibility Criteria

Bachelors / diploma with 3  
years of experience

## Total Program Fee

**In USD :** \$ 5000

**In INR :** ₹4,00,000 + 18% GST

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

**\$300 / ₹25,000**

# Program Curriculum

## Specializations (choose any one)

- Human Resource Management
- Sales and Marketing Management
- Banking & Financial Management
- Digital Marketing Management
- Health Science and Hospital Management
- Logistics and Supply Chain Management
- Production and Operations Management
- Business Analytics
- Quality Management
- Project Management
- Information Technology

COURSE	CATEGORY	COURSES	CREDITS
<b>M B A</b>	Core Subjects	Executive Leadership	10
		Marketing Management	10
		International Business Management	10
		Strategic Management	10
		Financial Management	10
		Specialization Subject	10
	<b>Total Credits</b>		<b>60</b>



**Twande Mwangonde**

Cyber Security Manager | Malawi | MBA Scholar | SIMA, Switzerland

My experience with IIBM Institute of Business Management has been outstanding. From the very beginning, the team was supportive, responsive, and genuinely invested in my academic journey. The course materials were industry-relevant, the learning process was smooth, and the overall structure was perfect for working professionals like me.

I truly appreciated the flexibility the institute offered, allowing me to study at my own pace without compromising on quality. The assignments and evaluations were thoughtfully designed, encouraging real-world application of concepts. Beyond academics, the IIBM team was always available to resolve queries, provide updates, and guide me through each step.



**Mathews Kaubo**

Chief Commercial Officer | Zambia | MBA Scholar | SIMA, Switzerland

As a full-time working professional, flexibility was a key factor for me when choosing an MBA program. SIMA, in collaboration with IIBM Institute, offered the perfect balance of academic excellence and flexible delivery. The program allowed me to learn at my own pace while still feeling supported every step of the way.

The subjects covered were broad yet highly focused — including modules on innovation, change management, digital strategy, and global leadership. Each unit added direct value to my professional skill set. IIBM's coordination ensured a smooth flow of communication, timely assessments, and access to a knowledgeable support team.



**Mmaabo Thuso Ookeditse**

HR Manager | Botswana, Africa | MBA Scholar | SIMA, Switzerland

Swiss International Management Academy and IIBM Institute of Business Management offered everything I was looking for in an MBA – international exposure, real-world learning, and flexibility. I could manage my job and studies without feeling overwhelmed. The IIBM team stayed in touch regularly and made sure everything was smooth. A great experience overall!

# Bachelor of Business Administration

Advance your business acumen with SIMA's accredited Online BBA program. Designed with modern learning methodologies, it equips you with versatile skills for diverse careers. Learn from expert faculty through live and recorded classes, with the flexibility of online proctored exams, all from the comfort of your home.

## Learning Outcomes

- **Foundational Knowledge** – Demonstrate a solid understanding of core business disciplines including management, marketing, finance, and operations
- **Analytical & Critical Thinking** – Apply analytical tools and critical reasoning to evaluate business problems and propose effective solutions
- **Communication Skills** – Communicate business ideas clearly and persuasively in both written and oral formats
- **Practical Application** – Integrate classroom knowledge with real-world applications through projects, case studies, and practical learning experiences

## Why BBA From SIMA?



Choose from core subjects, tailoring your education to your interests and the demands of the industry



Build a robust portfolio showcasing your work, emphasizing computing abilities, project management, and collaboration, ensuring your readiness for a successful career



Designed for busy schedules, flexible degree programs enable you to learn at your own pace, providing online study options to accommodate your lifestyle while advancing your career



Customize your degree in the third year with elective modules, adapting your education to evolving interests

# BBA Program Highlights

- SIMA is a licensed higher education institute in Zug, Switzerland
- Member of Accreditation Council for Business Schools and Programs (ACBSP, AACSB)
- Accredited by American Accreditation Association (AAA) and European Association for Higher Education Advancement (EAHEA)
- Accredited by QAHE (International Association for Quality Assurance in Higher Education)
- Live and interactive sessions with faculty, alumni and industry experts
- Access to advanced Learning Management System (LMS)
- Earn the same professional degree as students who complete the program on-campus in Europe
- Cost-effective program with EMI options

## Program Details

**Duration :** 1-3 Years

**Delivery :** Online Learning Mode

## Eligibility Criteria

Completion of 12th

## Total Program Fee

**USD : \$ 6000**

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

**\$300**

# Program Curriculum

## Specializations (choose any one)

### 1. General Management

- Principles and Practices Management
- Project Management

### 3. Marketing Management

- International Marketing Management
- Digital Marketing

### 2. Finance Management

- International Finance
- Security Analysis and Portfolio Management

### 4. Human Resource Management

- Human Resource Development & Training
- Industrial Relations & Labour Laws

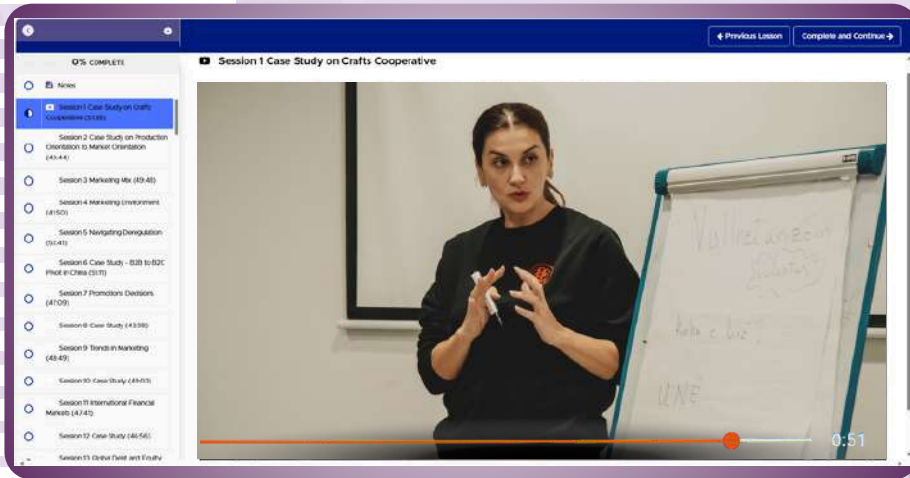
## (SIMA) SWISS INTERNATIONAL MANAGEMENT ACADEMY

### SUBJECT SHEET 2025

Course	Category	Core Subjects	Credits
<b>B B A</b>	<b>Business Core Courses</b>	<b>Module 1</b>	
		• Organisational Behaviour	8
		• Managerial Economics	8
		• Business Communication	8
		• Human Resource Management	8
		• Marketing Management	8
		<b>Module 2</b>	
		• Supply Chain Management	8
		• Research Methodology	8
		• Consumer Behaviour	8
		• Financial Management	8
		• Production and Operations Management	8
		<b>Module 3</b>	
		• Strategic Management	8
		• Operations Research	8
		• Fundamentals of E-Commerce	8
		• Subject 1	8
• Subject 2	8		
<b>Total Credits</b>			<b>120</b>

# YOUR DYNAMIC DIGITAL CAMPUS

The IIBM Learning Management System (LMS)



24/7 Access



Study on your schedule, at your convenience

Comprehensive Resources



Download lecture notes, case studies, and supplementary materials

Interactive Forums



Collaborate with peers and discuss topics with faculty



Assignment Submission

Submit coursework and receive feedback digitally



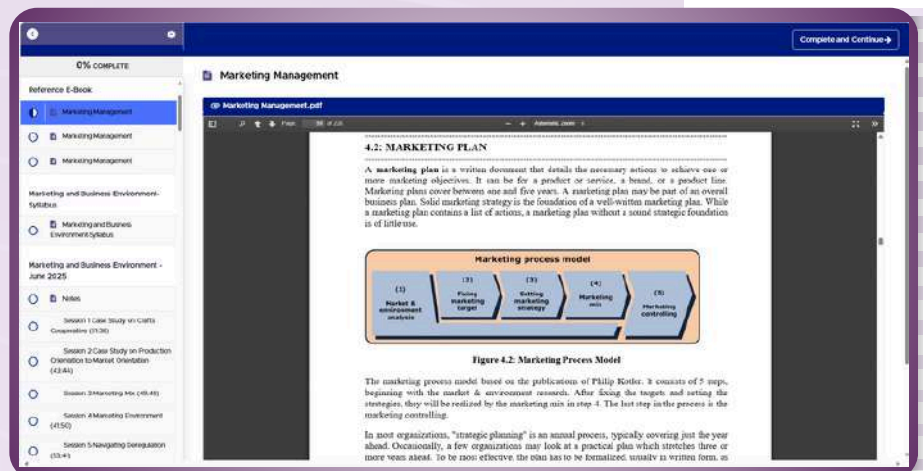
Progress Tracking

Monitor your academic journey and performance



Live Session Integration

Seamless access to live virtual classes



# 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 from the Swiss School of Business and Management, 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/>



### 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. 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.

Linkedin: <https://www.linkedin.com/in/dr-v-p-reetha-dinesh-phd-mba-ubi-brussels-w-6b9a46a7/>



### 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 Assistant Dean of IQAC and Head of Student Affairs, and has published extensively in national and international journals.

Linkedin: <https://www.linkedin.com/in/nehagangwar1212/>



### Dr. Reetika Agarwal

Dr. Agarwal, Ph.D., MBA, M.Com, and M.A. in Economics, has 17 years of experience in higher education. An expert in research methodology and economic analysis, she has published 25 research papers and supervised over 25 thesis, advancing academic excellence.

Linkedin: <https://www.linkedin.com/in/dr-reetika-agarwal-3b79b3145/>



### 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.



### 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.

Linkedin: <https://www.linkedin.com/in/ralcian-lanydeh-221064295>



# Swiss International Management Academy

## Contact us:

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## For additional details Please contact:

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Noida-201301,  
UP, India  
[www.iibmindia.in](http://www.iibmindia.in)

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