



**Swiss International
Management Academy**



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

Swiss International Management Academy

Executive DBA

DBA | 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

Internationally recognized programs

Earn a professional 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



QS Stars

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.

2 Lacs+ Hours of Learning	45,000+ Learners	150+ Staff	16 Years of Existence
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Accreditation

ACCREDITED BY

EAHEA

European Agency for Higher Education & Accreditation

INTERNATIONAL QHE ASSOCIATION
ACCREDITED

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.

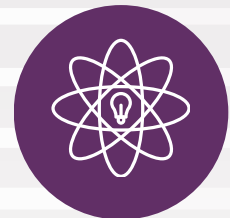
Why Choose the Executive DBA from SIMA?



**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
- Digital Marketing Management
- Executive Leadership
- Health Science & Hospital Management

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

(SIMA) SWISS INTERNATIONAL MANAGEMENT ACADEMY

SUBJECT SHEET 2025

Course	Business Modules	Credits	
E D B A	• Financial Management	05	
	• Global Business Management	05	
	• Innovation & Entrepreneurship	05	
	• Marketing and Business Environment	05	
	• Organisational Change and Development in Management System	05	
	• Strategic Management & Leadership	05	
	• Specialization	20	
	BUSINESS MODULES CREDITS		50
	• 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		
RESEARCH THESIS CREDITS		70	
Total EDBA Program Credits		120	

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

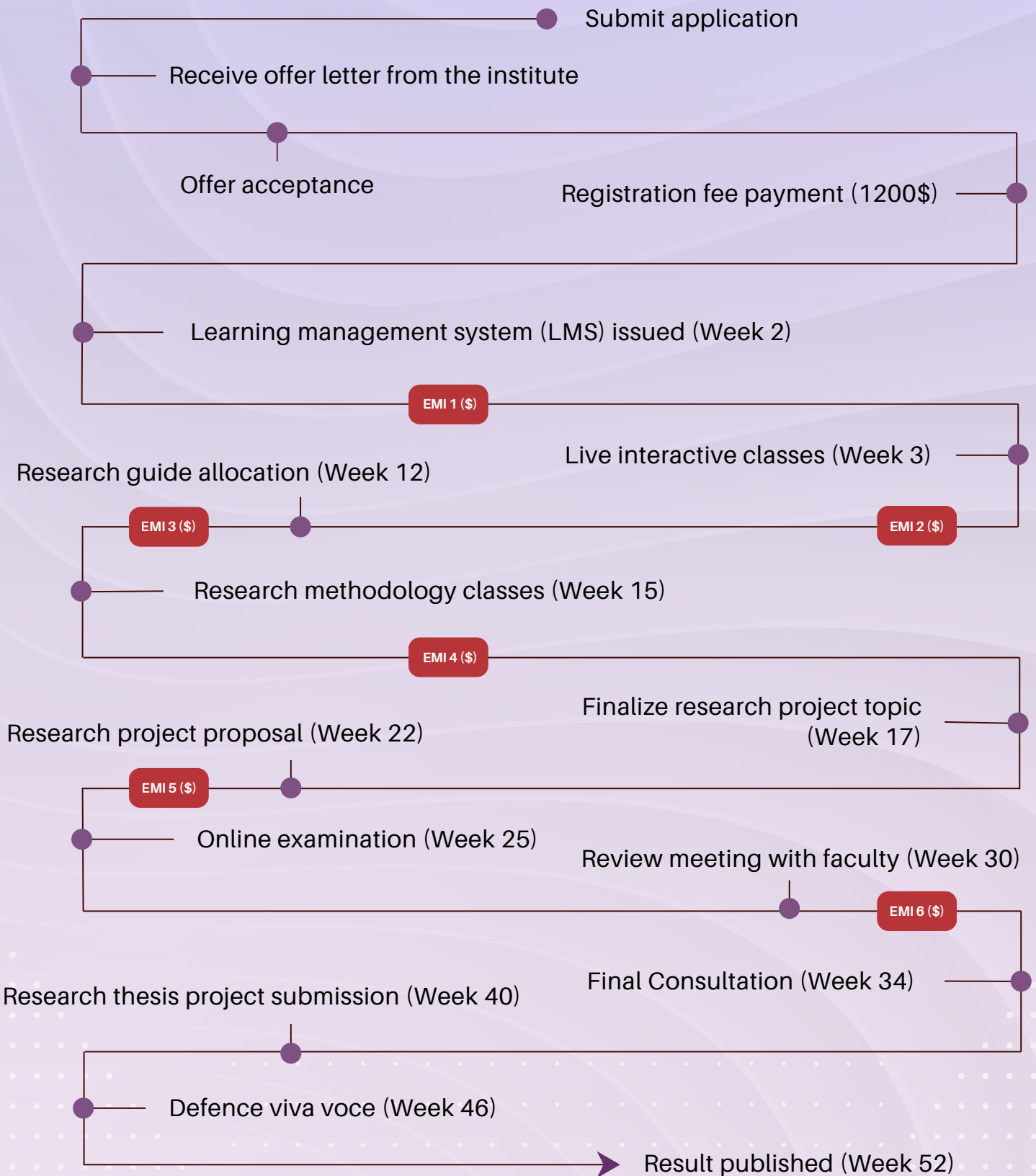
Specializations (choose any one)

- Artificial Intelligence & Machine Learning
- Banking & Financial Services Management
- Business Analytics
- Construction Management
- Data and Cyber Security
- Digital Marketing Management
- Entrepreneurship Management
- Environmental Management
- Executive Leadership
- Finance Management
- General Management

- Global Business Management
- Health Science and Hospital Management
- Human Resource Management
- Information Technology
- Logistics and Supply Chain Management
- Oil and Gas Management
- Production and Operations Management
- Project Management
- Quality Management
- Risk & Safety Management
- Sales and Marketing Management

COURSE	CATEGORY	COURSES	CREDITS	
D B A	Business Modules	Marketing and Business Environment	10	
		Mastering Leadership: Theories and Concepts	10	
		Organisational Change and Development in Management System	10	
		Strategic Management	10	
		Specialization Subject	10	
		Business Modules Credits	50	
	Research Thesis	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	
		Research Thesis Credits	70	
	Total DBA Program Credits			120

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.

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

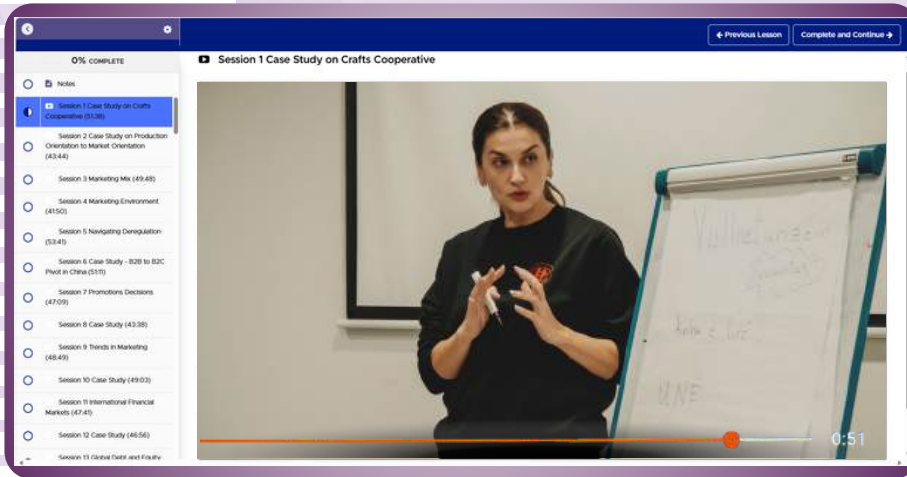
(SIMA) SWISS INTERNATIONAL MANAGEMENT ACADEMY

SUBJECT SHEET 2025

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

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



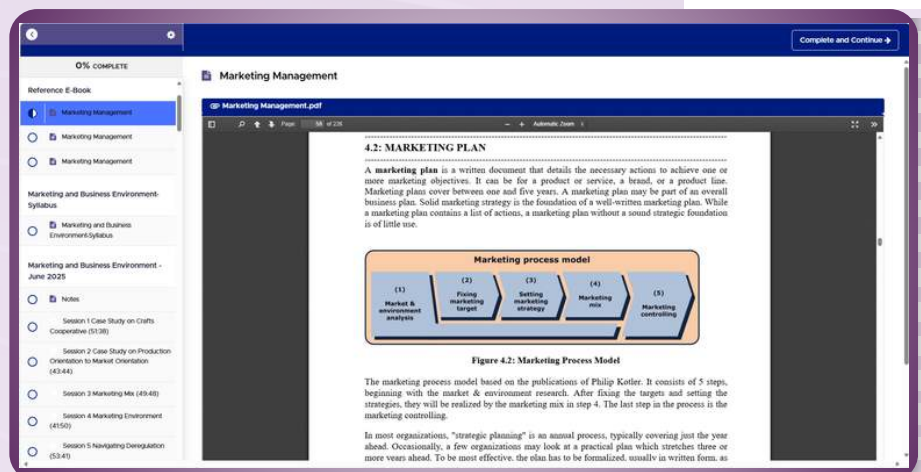
Progress Tracking

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.

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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.

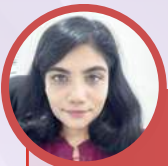
Linkedin: <https://www.linkedin.com/in/dr-dulari-rajput-cxo/>



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.

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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.

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Swiss International Management Academy

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