



**Swiss International
Management Academy**



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

Swiss International Management Academy

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Partnered by



IIBM INSTITUTE OF BUSINESS MANAGEMENT

About SIMA

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

RECOGNITIONS



MEMBERSHIPS



ACCREDITATIONS



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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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 professional degree programs enable you to learn at your own pace, providing online study options to accommodate your lifestyle while advancing your career



Customize your professional 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 IACBE (International Accreditation Council for Business Education) and AACSB (Association to Advance Collegiate Schools of Business).
- Accredited/recognized by Accreditation Council for Business Schools and Programs (ACBSP) – Candidacy Status, American Accreditation Association (AAA), European Association for Higher Education Advancement (EAHEA), and International Association for Quality Assurance in Higher Education (QAHE).
- 3. Awarded a QS Stars 4-Star Rating in Online Learning and recognized among the Top 10 Promising Higher Education Institutions in Switzerland – 2026.
- 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

12th or Equivalent

Total Program Fee

USD: \$ 6000

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

\$300

SWISS INTERNATIONAL MANAGEMENT ACADEMY, SWITZERLAND

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

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

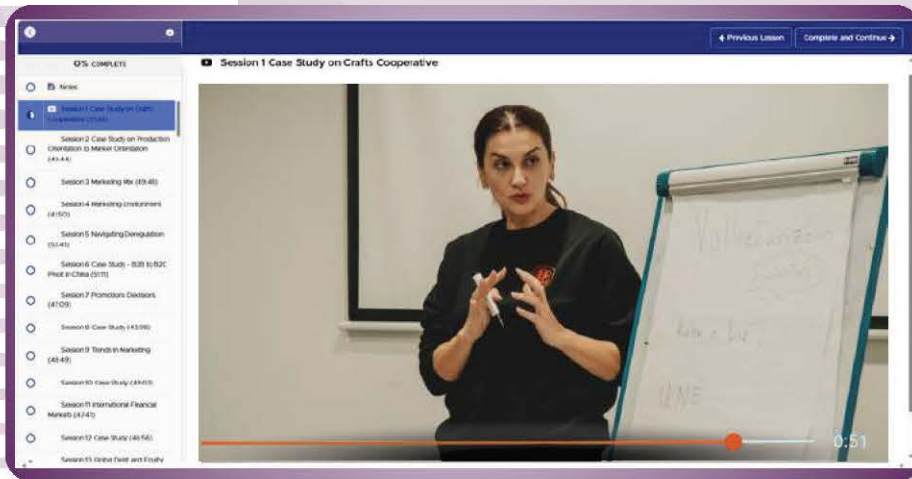
- International Finance
- Security Analysis and Portfolio Management

4. Human Resource Management

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

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



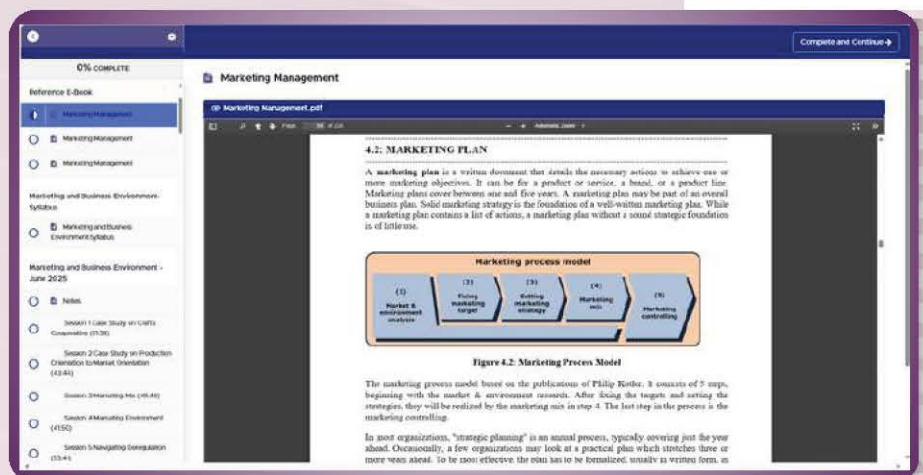
Progress Tracking

Monitor your learning journey and performance



Live Session Integration

Seamless access to live virtual classes



Academic Mentors



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/>



Prof. Edward B. Djamome

Prof. Edward B. Djamome is a dedicated academic with expertise in business and management. He holds qualifications in Psychology, Business Analysis, Project Management, and Strategic Management & Leadership, along with BBA, MBA, and DBA degrees. He supports students through research guidance and practical academic mentorship.

Linkedin: https://www.linkedin.com/in/dr-edward-djamome-03a414156?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app



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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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.

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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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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.

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Dr. Neha Gangwar

Dr. Gangwar, Ph.D. in Management (HRM & Organizational Behavior), is an academican 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.

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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. 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

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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.

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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.

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Swiss International Management Academy

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