



**Swiss International  
Management Academy**



**Become the  
Business Leader  
You Aspire to Be**  
Powered by the  
Features of AI

Swiss International Management Academy

# **MBA AI DBA AI MBA AI & DBA**



**IIBM INSTITUTE OF BUSINESS MANAGEMENT**

# About SIMA

Swiss International Management Academy, Switzerland 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

### Internationally 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 global 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, 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.

|                                     |                            |                      |                                 |
|-------------------------------------|----------------------------|----------------------|---------------------------------|
| <b>2 Lacs+</b><br>Hours of Learning | <b>55,000+</b><br>Learners | <b>250+</b><br>Staff | <b>17 Years</b><br>of Existence |
|-------------------------------------|----------------------------|----------------------|---------------------------------|

# 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 excellence.

## Program Details

**Duration:** 1-2 Years  
**Delivery:** Online Learning Mode

## Eligibility Criteria

Bachelors/ diploma with 3+ years of experience

## Total Program Fee

**In USD \$ 6000**

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

# Program Curriculum

## CURRICULUM FRAMEWORK

**M  
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| S.No.                          | Business Modules                                     | Credits   |
|--------------------------------|--|-----------|
| 1.                             | Artificial Intelligence for Business                 | 10        |
| 2.                             | Business Analytics and Data - Driven Decision Making | 10        |
| 3.                             | Data Analytics and Machine Learning for managers     | 10        |
| 4.                             | Ethics, Governance and Responsible AI                | 10        |
| 5.                             | Strategic Management                                 | 10        |
| 6.                             | Specialization                                       | 10        |
| <b>Total MBA AI in Credits</b> |  | <b>60</b> |

### 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.

# 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 excellence.

## Program Details

**Duration:** 1-3 Years  
**Delivery:** Online Learning Mode

## Eligibility Criteria

Master/ 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

## CURRICULUM FRAMEWORK

# DBA AI

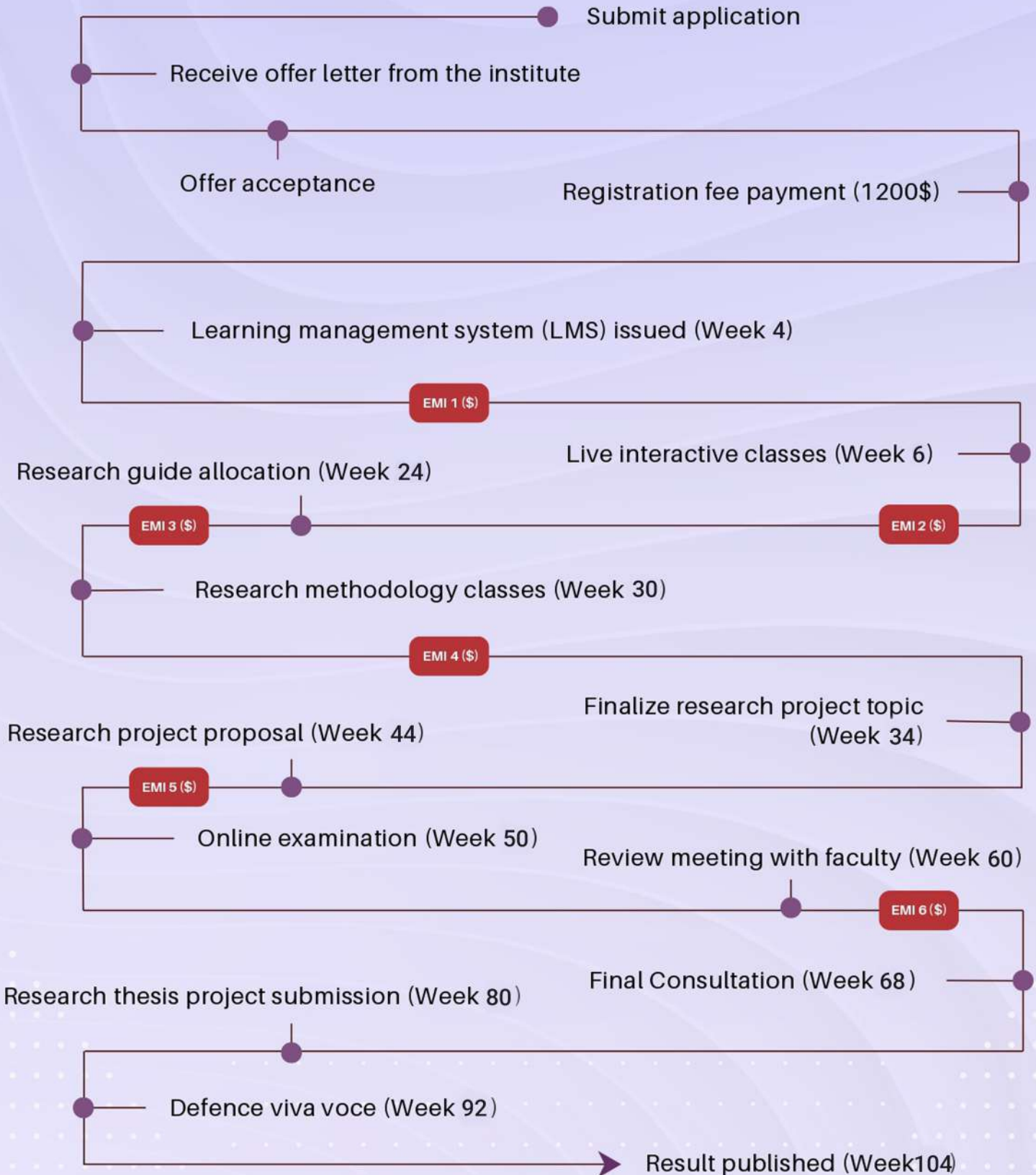
| S.No.                           | Business Modules   | Credits    |
|---------------------------------|--|------------|
| 1.                              | Advanced Research Methodologies for AI and Business Transformation | 10         |
| 2.                              | Business Analytics and Data-Driven Decision Making                 | 10         |
| 3.                              | Ethics, Governance and Responsible AI                              | 10         |
| 4.                              | Strategic Management at AI Leadership                              | 10         |
| 5.                              | Specialization   | 20         |
| <b>Business Modules Credits</b> |  | <b>60</b>  |
|                                 | 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         |
| <b>Research Thesis Credits</b>  |  | <b>60</b>  |
| <b>Total DBA AI in Credits</b>  |  | <b>120</b> |

### 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

# DBA Journey



# MBA AI + DBA DUAL PROGRAM

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

This Dual 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 support through a dedicated personal tutor, enabling personalized guidance throughout their 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

- 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 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

## CURRICULUM FRAMEWORK

**M  
B  
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| S.No.                              | Business Modules   | Credits    |
|------------------------------------|--|------------|
| 1.                                 | Strategic Management   | 10         |
| 2.                                 | Artificial Intelligence fo Business                                | 10         |
| 3.                                 | Business Analytics and Data - Driven Decision Making               | 10         |
| 4.                                 | Data Analytics and Machine Learning for Managers                   | 10         |
| 5.                                 | Ethics, Governance and Responsible AI                              | 10         |
| 6.                                 | Advanced Research Methodologies for AI and Business Transformation | 10         |
| 7.                                 | Specialization   | 10         |
| <b>MBA Credits</b>                 |  | <b>60</b>  |
| <b>DBA Research Thesis</b>         |  |            |
|                                    | 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         |
| <b>DBA Research Thesis Credits</b> |  | <b>120</b> |
| <b>Total Program Credit</b>        |  | <b>180</b> |

### 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                          |   |



**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**

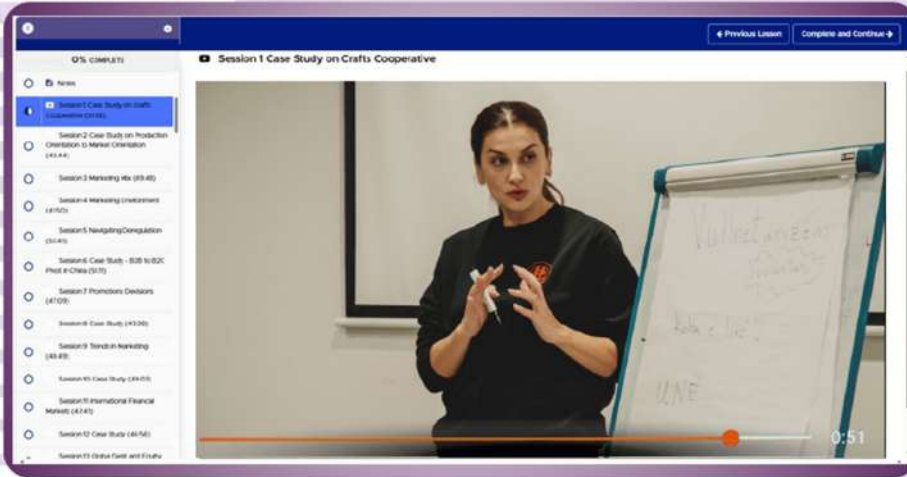
Resources Mobilization and Partnerships Manager | SIMA | DBA Scholar | Cameroon

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.

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# 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



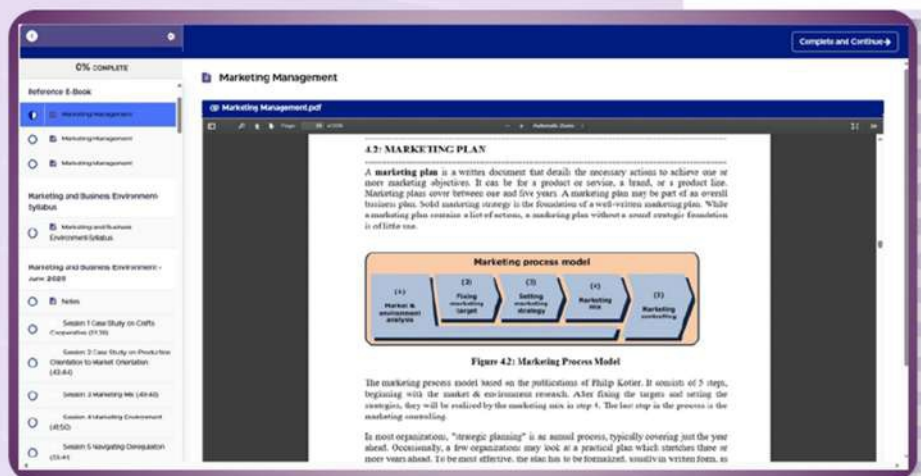
Progress Tracking

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](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.

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



**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. 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/>



**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. 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.

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



### 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. 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. 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. 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/>



# Swiss International Management Academy

## Contact us:

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## For admission details Please contact:

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[www.iibmindia.in](http://www.iibmindia.in)

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