



**IIBM Institute of
Business Management**



SSM
SWISS SCHOOL OF MANAGEMENT



BBA

Bachelor Business Administration



DURATION
03 YEARS



MODE
100% ONLINE



EQF
LEVEL 6



CREDIT
180 ECTS



AWARDING BODY
**SWISS SCHOOL
OF MANAGEMENT, USA**

INTERNATIONAL ACCREDITATION





The **Swiss School of Management** is an accredited institution of higher education accredited by the Distance Education Accrediting Commission, an accrediting agency recognized by the U.S. Department of Education and the Council for Higher Education Accreditation (CHEA).

SSM is authorized by the Texas Higher Education Coordinating Board to offer programs and award bachelor's, master's, and doctoral degrees.

OUR MISSION

The Swiss School of Management aims to equip students with quality education by offering innovative tools within a participative and inclusive learning environment.

We prepare students to become highly skilled and competent leaders in the global economy with a diverse and inclusive education, embracing both physical and distance learning modalities.

OUR VISION

The Swiss School of Management is committed to providing excellence in international education. Our teaching methods are founded on the values of Swiss culture and promote professionalism, critical thinking, and a business-oriented mindset.

We strive to be distinguished by our innovative teaching approach, quality academic programs, and specialized courses that foster transformative learning experiences.



SWISS QUALITY

Rank #2 - Management School Europe
Ranking 2024 - Verifications, Inc.



GLOBAL RECOGNITION

Rank #5 - Management School Global
Ranking 2024 - Verifications, Inc.



The Swiss School of Management has been granted institutional accreditation as a degree granting authority by the Distance Education Accrediting Commission (DEAC). The DEAC is recognized as an Institutional Accrediting Agency by the U.S. Department of Education and by the Council for Higher Education Accreditation. DEAC is a full member of INQAAHE, the International Network for Quality Assurance Agencies.

The Swiss School of Management is authorized by the Texas Higher Education Coordinating Board to offer programs and award bachelor's, Master's, and doctoral degrees.

The Board of Commissioners of the International Accreditation Council for Business Education (IACBE) is pleased to announce that, at its virtual meeting on March 30-31, 2020, the Swiss School of Management was granted reaffirmation of accreditation of the business and management programs. The International Accreditation Council for Business Education (IACBE) was founded in 1997 and is Higher nationally-recognized by the Council for Education Accreditation (CHEA).



Since the first day of operations, more than two decades ago, the Swiss School of Management (SSM) has been certified by EduQua, a Swiss quality label for further education institutions. Eduqua is a certification body recognized and supported by the Swiss Confederate Government; it's the first quality certification for public and private educational institutions in Switzerland.

The Swiss School of Management is a UNESCO approved Institution, through the International Association of Universities. The International Association of Universities is a membership-led non-governmental organization working in institutions and organizations in some 130 countries. IAU is an official partner of UNESCO.

For over a decade, the Swiss School of Management is a member of BUSINET. Businet was established in 1987 by a group of higher education business institutions, keen to develop international programmes in Business and to promote opportunities for Institutes of Higher Education, their staff, and their students. At the moment, the organisation has 121 members and is represented in 35 countries.

ABOUT IIBM INSTITUTE OF BUSINESS MANAGEMENT

Founded in 2008, IIBM Institute of Business Management has spent nearly two decades as an online education pioneer, empowering working professionals worldwide with industry-relevant, internationally with universities and academies across Europe and the Americas. recognized business qualifications.

IIBM is a career-acceleration partner, delivering flexible, affordable, accredited programs across the - BBA, MBA, DBA and executive-certification spectrum, in partnership With offices in New York, USA and Noida (Delhi-NCR), India, IIBM has grown to serve more than 45,000 learners and 35,000+ alumni across the globe, spanning industries from oil & gas to healthcare, banking, technology and public administration.

Our Mission Accessible education for all — making high-quality, flexible online programs in BBA, MBA, DBA and executive certification a reality for professionals, regardless of location or background.

Our Vision A world where transformative, worldclass education is treated as a right rather than a privilege — unlocking global opportunity for every ambitious learner.



BBA OVERVIEW

The Bachelor of Business Administration (BBA) at the Swiss School of Management (SSM) is designed to provide students with a strong foundation in business, management, finance, marketing, entrepreneurship, and strategic decision-making.

Through a flexible blended learning model, practical projects, case studies, internships, industry exposure, and international learning opportunities, students develop essential leadership, communication, analytical, and managerial skills.

The program prepares graduates for global career opportunities and further postgraduate studies, with a strong focus on practical business knowledge and professional readiness.



MODE
Online



DURATION
3 Years



LANGUAGE
English



INTAKE
Monthly



WHY CHOOSE THIS PROGRAM?

The SSM BBA Online Learning model provides students with a flexible and engaging way to study from anywhere in the world.

- **Live Online Classes** – Attend interactive classes in real time with international faculty.
- **Recorded Sessions** – Access recorded lectures and learning materials anytime, anywhere.
- **Flexible Study** – Balance your education with work, personal commitments, or other responsibilities.
- **Interactive Learning** – Participate in discussions, presentations, group activities, and practical projects.
- **Global Classroom** – Collaborate with students from diverse international backgrounds.
- **Digital Access** – Access course content and learning resources through a modern online learning environment.



BBA CURRICULUM

The Bachelor of Business Administration (BBA) is a 3-year, 180 ECTS program structured across three progressive levels. Students build a strong foundation in business, develop advanced management skills, and complete a final-year specialization aligned with their career goals.

Year-1 Foundations of Business

60 ECTS Sophomore Level

- Introduction to Business
- Business English
- Introduction to Finance
- Introduction to Marketing
- Managerial Statistics
- Communication Skills
- Management Information Systems
- Accounting, Costing & Budgeting
- Management
- Mathematical Tools for Business
- Commercial Correspondence
- Economics
- Total Quality Management
- Sales Management
- Italian Language & Culture
- Chinese Language & Culture
- Business Law
- Leadership, Motivation & Group Dynamics
- Internship

Year-2 Applied Business & Management

60 ECTS Junior Level

- Advanced Accounting
- Venture Capital & Private Equity
- Managing Information Systems & Decision Science
- Human Resource Management
- Principles of Marketing
- Money & Banking
- Consumer Behavior
- International Economics
- Principles of Finance
- Intercultural Management
- Leadership & Change Management
- Foreign Language
- Internship

Year-3 Advanced Business & Specialization

60 ECTS Senior Level

- International Finance
- Strategic Marketing
- Information Systems
- Foreign Language
- Financial Planning & Budgeting
- Organizational Behavior
- Strategic Leadership & Change
- Business in a World Economy
- Internship
- Bachelor Thesis

SPECIALIZATIONS:

BBA in Global Management

- Negotiation Skills
- Competitive Strategy
- Cases in Marketing
- Cases in Finance

BBA in International Marketing Management

- Consumer Behavior
- Logistics Management
- New Product Development
- Services Marketing

BBA in Entrepreneurship.

- Family Business Management
- Cases in Entrepreneurship
- Advanced Cases in Entrepreneurship
- Mergers & Acquisitions

BBA in Finance

- Contemporary Corporate Finance
- Strategic Management
- Cost Controlling & Financial Planning

Students select a specialization in the final year, with specialization modules providing focused knowledge and practical business competencies.

INTENDED STUDENT LEARNING OUTCOMES (ISLOS):

Upon successful completion of the Bachelor of Business Administration (BBA) program at the Swiss School of Management, students will be able to:

ISLO 1: Analytical Thinking & Problem Solving

Analyze complex business situations and develop structured, data-driven solutions.

ISLO 2: Financial Decision-Making

Apply financial concepts and evaluation techniques to support sustainable business decisions.

ISLO 3: Operations & Business Management

Understand and manage business operations, processes, and resources effectively.

ISLO 4: Leadership & Emerging Trends

Evaluate emerging business trends and apply effective leadership approaches in a changing global environment.

ISLO 5: Data-Driven Decision Making

Interpret business data and use analytical tools to support strategic decision-making.

ISLO 6: Teamwork & Professional Collaboration

Demonstrate effective communication, teamwork, leadership, accountability, and professionalism in diverse business environments.



ADMISSION CRITERIA

To qualify for the Bachelor of Business Administration, applicants must meet the following eligibility pathway:

- Applicants seeking admission to the BBA program must have completed secondary/high school education equivalent to 12 years of schooling.
- English proficiency (waived if prior education was conducted in English)



Payment Terms:

Lump Sum Payment or Early Payment Discount:

A discount of \$1000 USD is applicable on the total fees when paid in full within the first month of enrollment.

Monthly Payment Plan:

- Initial payment: \$1200 USD (due within the first month)
- Remaining Balance: \$8800 USD
- The balance can be conveniently spread over next 6 Monthly instalments.

Failure to meet the monthly installment obligations will result in a 12% interest charge on the outstanding balance.

SPECIMEN



SWISS SCHOOL OF MANAGEMENT USA

THIS IS TO CERTIFY THAT

Receiver Name

HAVING FULFILLED THE REQUIREMENTS PRESCRIBED BY THIS
INSTITUTION, UPON RECOMMENDATION OF THE FACULTY AND BY
THE AUTHORITY OF THE BOARD OF DIRECTORS, IS AWARDED THE
DEGREE OF:

BACHELOR OF BUSINESS ADMINISTRATION

Dallas, Texas, 14 July 2026

Dr. Massimiliano Bracalé
President



Dr. Serena Magnanti
Vice President

**Texas Higher
Education**
COORDINATING BOARD

 **DEAC**
DISTANCE EDUCATION ACCREDITING COMMISSION

 **NC
SARA**

 **IACBE**
Accredited

 **IAU**
INTERNATIONAL
ASSOCIATION OF
UNIVERSITIES
INTERNATIONAL UNIVERSITIES BUREAU

SSM CAMPUS LOCATIONS:

1. Dallas, USA
2. Geneva, Switzerland
3. Rome, Italy
4. Madrid, Spain
5. Barcelona, Spain
6. Brescia, Italy
7. Cairo, Egypt
8. Dubai, UAE
9. Bahrain, GCC
10. Ulaanbaatar, Mongolia





IIBM Institute of Business Management

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SWISS SCHOOL OF MANAGEMENT

Swiss School of Management

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