



**IIBM Institute of
Business Management**



SSM
SWISS SCHOOL OF MANAGEMENT



EMBA

Executive Master of Business Administration



DURATION
12 MONTHS



MODE
100% ONLINE



EQF
LEVEL 7



CREDIT
60 ECTS
30 us semester
credit hours



AWARDING BODY
SWISS SCHOOL
OF MANAGEMENT, USA

INTERNATIONAL ACCREDITATION

**Texas Higher
Education**
COORDINATING BOARD





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.

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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.



EXECUTIVE MASTER OF BUSINESS ADMINISTRATION (EMBA)

The Swiss School of Management's **Executive Master of Business Administration (EMBA)** is designed for professionals seeking to strengthen their leadership, management, strategic thinking, and business decision-making capabilities in a global environment. The program combines practical business knowledge with an international learning experience, enabling participants to apply their learning across diverse management roles and industries.



MODE
Online



DURATION
12 Months



LANGUAGE
English



INTAKE
Monthly



WHY CHOOSE THIS EMBA?

- 12-month Executive MBA program designed for working professionals and aspiring leaders.
- International learning environment with experienced faculty, industry speakers, seminars, webinars, and workshops.
- Comprehensive focus on Leadership, Business, Entrepreneurship, and Management.
- Core modules combined with a specialization module and a final project, thesis, or business plan.
- Flexible online learning options.
- Live-streamed and recorded sessions supported by structured coursework, assignments, projects, and assessments.
- International networking opportunities designed to help participants build valuable professional connections.



PROGRAM STRUCTURE

The EMBA curriculum provides a comprehensive understanding of modern business management through a balanced combination of theoretical knowledge and practical application.

MODULE OFFERINGS:

MODULE TITLE	MODULE TYPE	TOTAL COURSE CREDIT/CLOCK HOURS
Globalization	Core/Required	4
Leadership 360 Degrees	Core/Required	4
Accounting & Financial Management	Core/Required	4
International Law & Ethics	Core/Required	4
Global Macroeconomics & International Finance	Core/Required	4
Management in the Digital Economy	Core/Required	4
Final Thesis & Research Methodologies	Capstone	4
Negotiating Globally	Core/Required	4
HRM & Organizational Behavior	Core/Required	4
Competitive Strategy	Core/Required	4
Investment Management	Core/Required	4
Strategic Marketing & Social Media Planning	Core/Required	4

SPECIALIZATIONS:

GLOBAL MANAGEMENT & LEADERSHIP

Managing and Leading in Different Countries	Emphasis	4
Individual & Organizational Leadership Skills	Emphasis	4
Managing Business Ethics	Emphasis	4

FINANCE

Investing & Private Equity	Emphasis	4
Mergers & Acquisitions	Emphasis	4
Entrepreneurial Financial Management	Emphasis	4

LUXURY MANAGEMENT

Fundamentals of Luxury Business Management	Emphasis	4
International Luxury Branding	Emphasis	4
Retail and Distribution Management	Emphasis	4

MARKETING

Marketing Research	Emphasis	4
New Media Marketing	Emphasis	4
International Luxury Branding	Emphasis	4

1. All modules offered by the Swiss School of Management are delivered in 30 contact hours plus 60 hours of self-directed learning, research, and homework. The Independent Research project/Thesis will be given more preparation time.

INTENDED STUDENT LEARNING OUTCOMES (ISLOS):

Upon completion of the program, students will be able to:

- ISLO 1:** Students will have to demonstrate their ability to integrate theoretical knowledge of the functions and system of business administration.
- ISLO 2:** Students must show ability to analyze complex data with multiple implications, make decisions in a comprehensive case study, and to synthesize and present their findings and implementation process using highly developed communication skills.
- ISLO 3:** Students will demonstrate they have knowledge of business concepts and functions.
- ISLO 4:** Students will demonstrate their ability to contribute effectively to attaining organizational goals in a team environment.
- ISLO 5:** Students will have the capacity to conduct a SWOT/PESTEL analysis in their dissertation.
- ISLO 6:** Students will analyze leadership and strategic management skills in a global business environment.



ADMISSION CRITERIA

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

- Bachelor's degree or equivalent (180 ECTS)
- 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: \$6800 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:

EXECUTIVE MASTER OF BUSINESS ADMINISTRATION

Dallas, Texas, 28 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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10001, United States



SSM
SWISS SCHOOL OF MANAGEMENT

Swiss School of Management

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USA Office:

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