Swiss International Management Academy

QS STARS Rated for Excellence

ACBSP CANDIDATE FOR ACCREDITATION

AACSB Business Education Alliance Member



"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

QS Online Learning

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

QS Stars

Top 10 Promising Colleges in Switzerland - 2026

MEMBERSHIPS

Association to Advance Collegiate Schools of Business (AACSB)

International Accreditation Council for Business Education (IACBE)

Swiss Federation for Adult Learning (SVEB)

ACCREDITATIONS

Accreditation Council for Business Schools and Programs (ACBSP)

American Accreditation Association (AAA)

International Association for Quality Assurance in Pre-Tertiary and Higher Education (QAHE)

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), Bangalore 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.



Swiss International Management Academy

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

Swiss International Management Academy

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).
- 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

EURO: €6000

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

€300

SWISS INTERNATIONAL MANAGEMENT ACADEMY, SWITZERLAND

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

Program Curriculum

Specializations (choose any one)

1. General Management
- Principles and Practices Management
- Project Management

2. Marketing Management
- International Marketing Management
- Digital Marketing

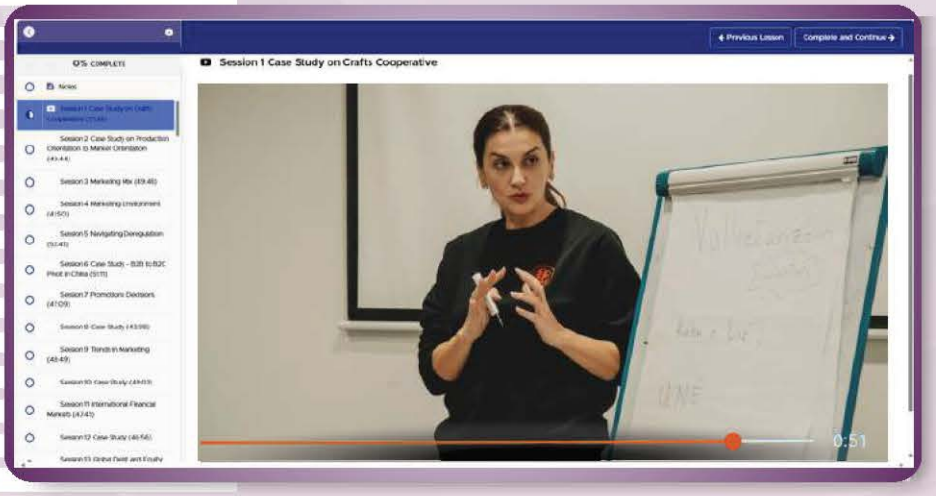
3. Finance Management
- International Finance
- Security Analysis and Portfolio Management

4. Human Resource Management
- Human Resource Development & Training
- Industrial Relations & Labour Laws

Swiss International Management Academy

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

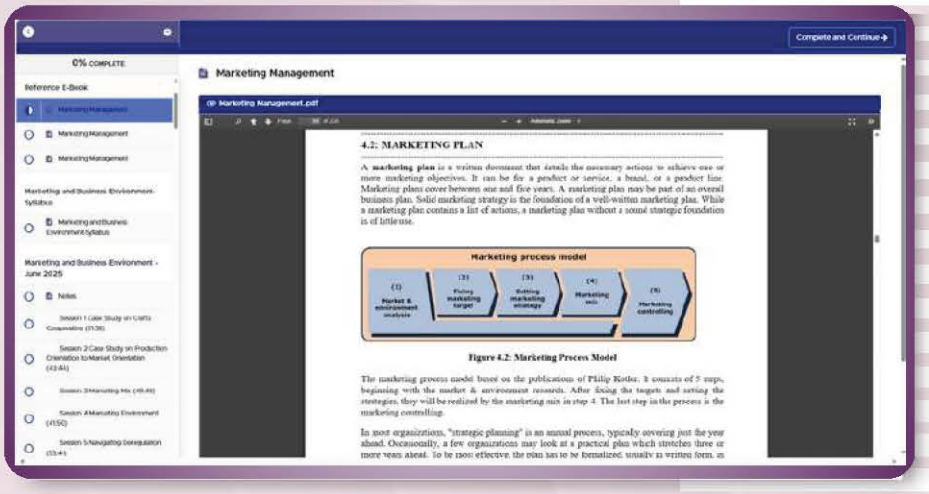
Submit coursework and receive feedback digitally

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.

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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.

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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 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.

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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

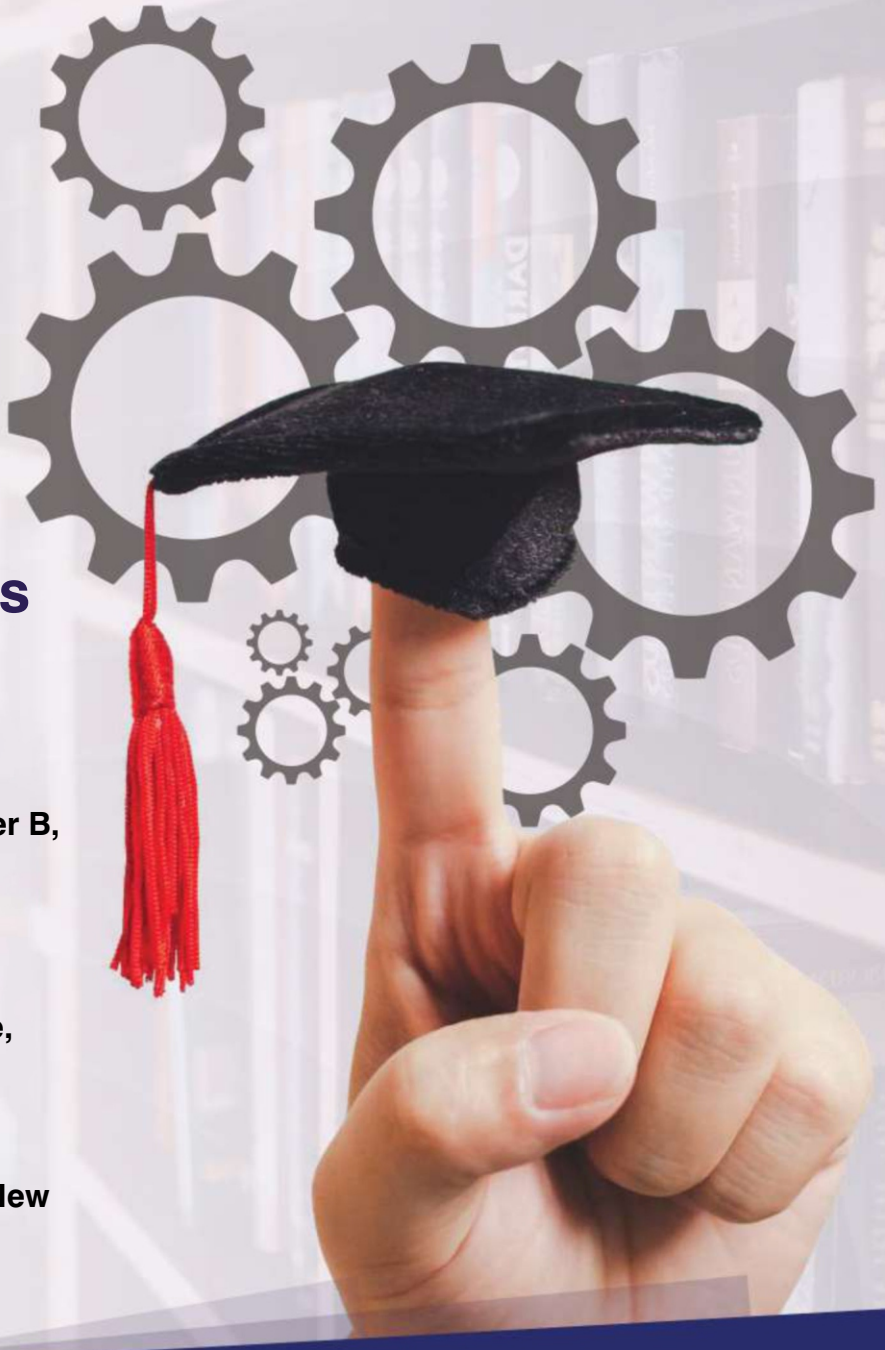
Dr. Kulshrestha has 19 years of corporate and 10 years of academic and consulting experience. With a Ph.D. in HRM, DBA, and International MBA, he is a certified leadership coach (3,500+ hours) and Principal Consultant at Rectangle Consulting, specializing in HR strategy and leadership development.

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Swiss International Management Academy

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