IIBM Institute of Business Management

SSM
SWISS SCHOOL OF MANAGEMENT



MBA

Master of Business Administration

DURATION	MODE	EQF	CREDIT	AWARDING BODY
02 YEARS	100% ONLINE	LEVEL 7	60 ECTS	SWISS SCHOOL OF MANAGEMENT, USA

INTERNATIONAL ACCREDITATION

Texas Higher Education COORDINATING BOARD

DEAC DISTANCE EDUCATION ACCREDITING COMMISSION

IACBE

NC SARA

IAU INTERNATIONAL ASSOCIATION OF UNIVERSITIES



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), 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.



MASTER OF BUSINESS ADMINISTRATION (MBA)

The Master of Business Administration (MBA) is a US-accredited master's level qualification conferred by the Swiss School of Management (SSM) from its Dallas, Texas campus, designed for accomplished professionals seeking to deepen their strategic acumen and advance their leadership trajectory. Combining academic rigor with applied business practice, the program is delivered through a flexible online format, comprising 60 ECTS, and backed by DEAC institutional accreditation and Texas Higher Education Coordinating Board authorization.

MODE	DURATION	LANGUAGE	INTAKE
Online	02 YEARS	English	Monthly



WHY CHOOSE THIS MBA?

- Internationally designed curriculum aligned with global business practices
- Flexible online learning designed for working professionals
- Practical and application-oriented approach to management education
- Industry-relevant case studies and business simulations
- Global faculty with academic and corporate expertise
- Interactive live sessions, webinars, and collaborative learning
- Leadership and strategic decision-making focus
- Opportunity to build an international professional network



CAREER OPPORTUNITIES

Graduates of the MBA program are prepared for leadership and management positions across public, private, and multinational organizations.

Potential career pathways include:

- Business Manager
- Operations Manager
- Marketing Manager
- Human Resource Manager
- Project Manager
- Business Consultant
- Entrepreneur
- Strategy Manager
- Financial Analyst
- Corporate Executive.



PROGRAM STRUCTURE

The MBA 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
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
Final Thesis & Research Methodologies	Capstone	4

SPECIALIZATIONS:

GLOBAL MANAGEMENT & LEADERSHIP

GML 590	Managing and Leading in Different Countries	Emphasis	4
GML 591	Individual & Organizational Leadership Skills	Emphasis	4
GML 592	Managing Business Ethics	Emphasis	4

FINANCE

FIN 590	Investing & Private Equity	Emphasis	4
FIN 591	Mergers & Acquisitions	Emphasis	4
FIN 592	Entrepreneurial Financial Management	Emphasis	4

LUXURY MANAGEMENT

LMG 590	Fundamentals of Luxury Business Management	Emphasis	4
LMG 592	International Luxury Branding	Emphasis	4
LMG 593	Retail and Distribution Management	Emphasis	4

MARKETING

MKT 590	Marketing Research	Emphasis	4
MKT 591	New Media Marketing	Emphasis	4
MKT 592	International Luxury Branding	Emphasis	4

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 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 EURO is applicable on the total fees when paid in full within the first month of enrollment.

Monthly Payment Plan:

- Initial payment: 1200 EURO (due within the first month)
- Remaining Balance: 6800 EURO
- 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:

MASTER OF BUSINESS ADMINISTRATION

Specimen

Dallas, Texas, 14 July 2026

Dr. Massimiliano Bracalé
President

Dr. Serena Magnanti
Vice President

Texas Higher Education Coordinating Board · DEAC · NC SARA · IACBE Accredited · International Association of Universities

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

IIBM Institute of Business Management

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SSM
SWISS SCHOOL OF MANAGEMENT

Swiss School of Management

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