International Business Academy of SWITZERLAND

IBAS

Established in 2013

MBA

in Marketing Management

MBA Program provided by **IBAS**

ECC KNOWLEDGE GROUP

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About ECC Knowledge Group

ECC Knowledge Group is a regional hub for learning, growth, and collaboration - built on more than a decade of excellence in professional and higher education. Headquartered in the United Arab Emirates, with a regional office in Egypt, ECC Knowledge Group has evolved from facilitating international postgraduate programs into a dynamic knowledge ecosystem that connects education, industry, and innovation.
Since 2013, we have empowered ambitious learners and professionals to access world-class academic opportunities through partnerships with leading universities in Switzerland, Malaysia, the United Kingdom, and Denmark.

Today, as ECC Knowledge Group, our mission goes beyond academic degrees - we are committed to making knowledge accessible, engaging, and transformative across every stage of professional growth.
Through our podcasts, webinars, and strategic collaborations, we bring together thought leaders, educators, and learners to exchange insights that inspire innovation and drive real-world impact.

Ecc VALUES

Our culture and operations are guided by five core values that define who we are and how we serve our community:

Equity: Ensuring fair access to learning and opportunities for all.

Continuous Learning: Promoting curiosity, adaptability, and lifelong development.

Innovation: Leading change through creativity, research, and forward thinking.ties for all.

Integrity: Building trust through honesty, transparency, and consistency.ties for all.

Customer Delight: Exceeding expectations in every interaction and experience.ties for all.

At ECC Knowledge Group, we believe that knowledge is the foundation of empowerment, innovation, and sustainable success - a force that transforms individuals, organizations, and communities.

Accreditations Awarding Bodies

EduQual

EduQual is a UK-based, regulated, and globally recognized awarding body. It provides the highest levels of quality and value through innovative and affordable qualifications. EduQual has a global presence. It has established partnerships with centers across Africa, the Americas, Asia, and Europe!

CTH

The Confederation of Tourism and Hospitality (CTH) was founded in 1982 as the UK's leading specialist professional awarding body. It focuses on the training needs of newcomers and existing professionals in the industry. CTH currently has a network of over two hundred approved learning centers worldwide, delivering industry-relevant CTH qualifications to thousands of students each year.

CMI

The Chartered Management Institute (CMI) is the only chartered professional body in the UK dedicated to promoting the highest standards of excellence in management and leadership.
CMI provides a wide range of qualifications and comprehensive professional development resources, as well as an extensive network of over 150,000 professionals.

LEB

The London Examinations Board (LEB) is a UK-based educational body, registered with the UK Register of Learning Providers and associated with the Skills Funding Agency. It is headquartered in Hertfordshire, England, and also has a regional office in Asia.

Accreditations
Full Accreditation

AAA

The American Accreditation Association (AAA) is recognized by the U.S. government-the Virginia Commonwealth Corporate Commission-and is authorized to conduct accreditation services under articles of Chapter 13.1 of the Virginia Code. It is a partner with the International Laboratory Accreditation Cooperation (ILAC) and the International Accreditation Forum (IAF). It provides comprehensive accreditation services for schools, training providers, inspection and calibration laboratories, medical laboratories, and others.

QAHE

The International Association for Quality Assurance in Pre-University & Higher Education (QAHE) is an independent, private, and international organization funded by fees charged for accreditation services it provides to academic institutions at various levels, certification bodies, e-learning management system providers, and training organizations.

IEB

The International Education Board (IEB) was established in 2012 as the "International Learning Skills Quality Standards Accreditation" and its name was amended to "The International. Education Board" in 2021. It recognizes educational institutions for performance research, student services, and teaching quality to promote public trust. IEB's accreditation of educational institutions, training, and professional certificates is a voluntary, non-governmental quality assurance and institutional development process.

Memberships

WEDP

The World Fund for Development and Planning (WFDP) is a multilateral intergovernmental organization and has been granted special consultative status with the United Nations - ECOSOC (2021). It aims to develop societies and nations and to create a plan for a promising future where every human being has the right to a dignified life, which is key to human development.

ACBSP

The Accreditation Council for Business Schools and Programs (ACBSP) was founded in 1988. ACBSP is a global business education accreditation body and is the first organization to offer accreditation to all levels of business degree programs from associate to doctoral. Our ACBSP accreditation reflects that our programs provide a rigorous learning experience and a commitment to continuous quality improvement.

About IBAS

At IBAS, our vision is to make education affordable and accessible, allowing students to study anytime, from anywhere, in a way that best suits their individual learning preferences.

Our programs deliver a high-quality blended learning experience to all students, regardless of nationality or stage of study.

Our coursework is carefully designed to prepare students to become leading professionals in business and management, enabling them to contribute meaningfully to their own countries and to the world through their knowledge and expertise.

Accreditations & Memberships

IACBE

The International Accreditation Council for Business Education (IACBE) believes that academic quality and excellence in business education should be measured in terms of an academic business institution's educational outcomes relative to its mission rather than by prescriptive standards related to academic resources.

ACBSP

The Accreditation Council for Business Schools and Programs (ACBSP) is a leading specialized accreditation body for business education that supports, celebrates, and rewards teaching excellence.

QS

Quacquarelli Symonds (QS) is the world's leading provider of services, analytics, and insights to the global higher education sector.

Swiss Private School

The Swiss Private School was registered in August 2006 in Switzerland by the Swiss Federation of Private Schools. It protects Switzerland's reputation as a hub for high-quality educational activity.

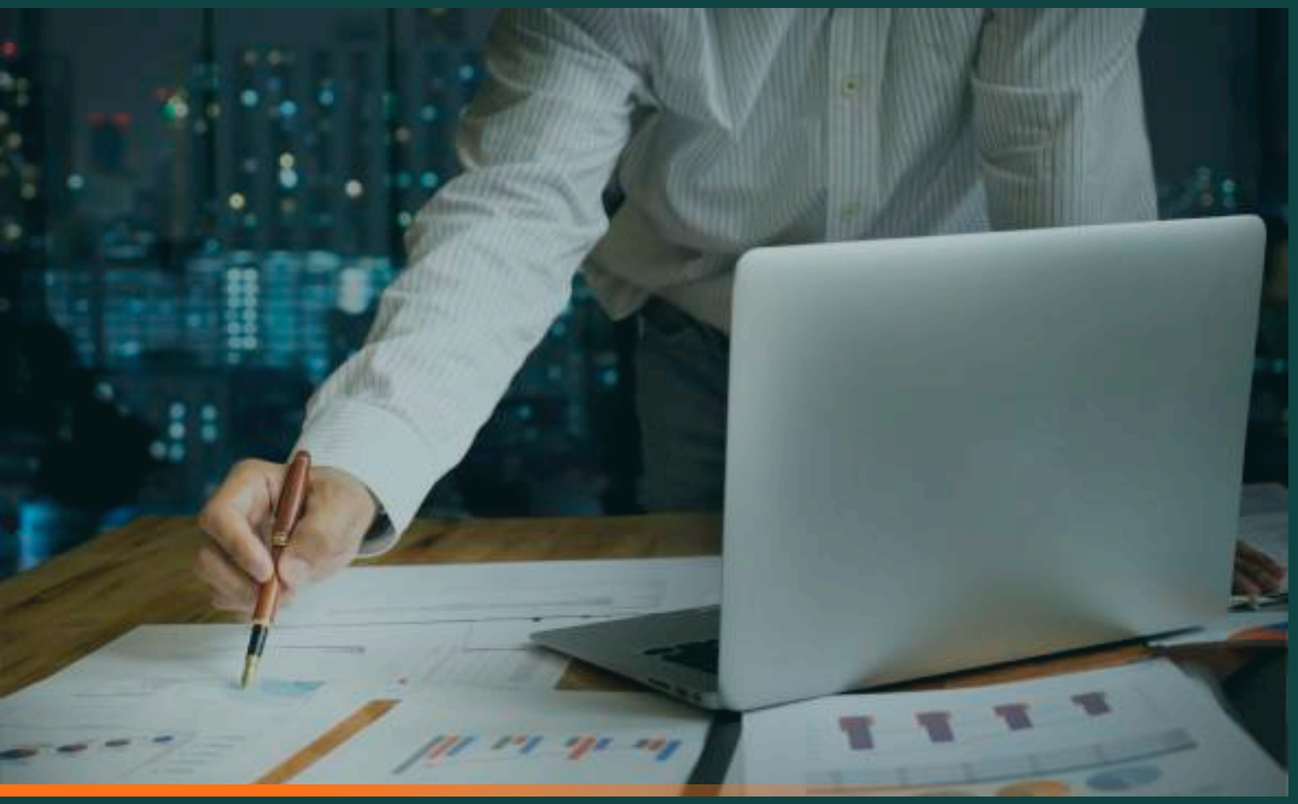
About MBA in Marketing Management

An MBA is not just a degree; it's a gateway to unlocking your full potential in Marketing Management. What sets our program apart is our commitment to fostering a collaborative learning environment where diverse industry backgrounds converge to share insights and experiences. This program is provided by ECC Group and supported by IBAS.

CORE MODULES & MAJOR MODULES

- Personal Development for Leadership & Strategic Management
- Organizational Behavior
- Strategic Human Resource Management
- Finance for Strategic Managers
- Consumer Behavior
- Strategic Marketing
- Strategic Planning
- International Business Environment
- Research for Strategic Development
- Digital Marketing

Program Overview



Why study this program?

This program is designed to provide learners with broader business expertise. These qualifications allow learners the opportunity to study a variety of business and management-related topics to fully realize their academic interests and potential in the field. The curriculum integrates case studies, projects, and real-world scenarios to ensure that learners can apply their knowledge to practical situations. This program is recognized in the USA and accredited by ACBSP, an American accreditation body recognized by CHEA.

1. **Specialization and Depth of Knowledge:**
   From this program, you will gain a comprehensive understanding of key concepts and practices in international business.
2. **Career Advancement:**
   This program is typically associated with increased job opportunities and advancement potential.
3. **Global Perspective:**
   The International Business Academy of Switzerland has a strong international presence. This can be especially beneficial in today's globalized business environment.
4. **Networking Opportunities:**
   This program will provide you with a valuable network of like-minded individuals, as well as opportunities to connect with professionals in the field.
5. **Practical Skills Development:**
   This program will enhance your practical skills and make you more attractive to potential employers.
6. **Industry-Relevant Curriculum:**
   This program ensures you acquire skills and knowledge that are directly applicable to the current demands of the international business sector.
7. **Distinguished Academic Staff:**
   You will study with an elite group of the best professors and lecturers in the Arab world with extensive academic and professional experience.
8. **Flexible Study Method:**
   You will study online without the need to leave your country or job and dedicate yourself to studying.
9. **Curriculum Aligned with British Educational Standards:**
   The curriculum of this program is aligned with British educational standards, which are ranked second globally in educational quality.

Program Content

CORE MODULES	ECTS
Personal Development for Leadership& Strategic Management	6
Organizational Behavior	6
Strategic Human Resource Management	6
Finance for Strategic Managers	6
Strategic Marketing	6
Strategic Planning	6
International Business Environment	6
Research for Strategic Development	6
Major Units	
Consumer Behavior	6
Digital Marketing	6
TOTAL	**60**

Program Content

Personal Development for Leadership and Strategic Management

Aims of the Module:

To develop their own personal leadership and management skills in the context of the creation and achievement of organizational vision and strategic direction.

Learning Outcomes:

1. Understand how knowledge and skills in leadership and strategic management support the creation and achievement of organizational vision and strategy.
2. Understand how to develop and communicate organizational vision.
3. Manage development of own personal knowledge and skills in leadership and strategic management to support achievement of personal and organizational vision and strategy.
4. Reflect on the benefits of personal development in the achievement of personal growth and organizational vision and strategy.

Program Content

Organizational Behavior

Aims of the Module:

To develop an understanding of what organizational behavior, structure, culture, motivation, creativity , and leadership have on an organization's effectiveness and efficiency .

Learning Outcomes:

1. Understand the Foundations of Organizational Behavior, core concepts, and theories.
2. Analyze Behavioral Factors in Organizational Contexts.
3. Develop Strategies for Effective Organizational Functioning.
4. Integrate Ethical and Cultural Considerations in OB Practices.

Program Content

Strategic Human Resource Management

Aims of the Module:

To acquire knowledge and understanding of human resource management strategy and its impact on the efficiency of an organization.

Learning Outcomes:

1. Understand the factors affecting human resource management strategies in organizations.
2. Understand how strategic human resource management contributes to the achievement of the strategic plans of organizations.
3. Understand how to prepare human resource management strategies for organizations.
4. Develop a human resource management strategy for an organization.

Program Content

Finance for Strategic Managers

Aims of the Module:

To learn the financial tools needed to make good business decisions.
The emphasis will be on linking corporate finance to other aspects of corporate strategy.

Learning Outcomes:

1. Understand the importance of financial data in formulating and delivering business strategy.
2. use financial analysis as a tool for strategic decision-making.
3. Evaluate proposals for strategic capital expenditure in an organization.

Program Content

Strategic Marketing

Aims of the Module:

To develop knowledge and understanding of marketing at a strategic level and how this is applied in practice, including developing a marketing strategy.

Learning Outcomes:

1. Understand the principles of strategic marketing and the role of the marketing function in the success of an organization.
2. Understand the role of consumer behavior in marketing strategies.
3. Develop an implementable strategic marketing plan.
4. Implement the marketing tactics and actions that will deliver value to the customers and the company.

Program Content

Strategic Planning

Aims of the Module:

To develop the knowledge, understanding, and skills necessary to develop an organizational strategic plan.

Learning Outcomes:

1. Understand the foundations for developing organizational strategy.
2. Review an organization's strategy and business plans.
3. Develop strategy options for an organization.
4. Evaluate the recommendations of the current competitive strategies of a business by assessing its resources and competencies.

Program Content

International Business Environment

Aims of the Module:

The learner will be able to explore the international business environment, developing knowledge and understanding of how organizations respond.

Learning Outcomes:

1. Be able to analyze the international business environment.
2. Understand the impact of globalization and international trade.
3. Understand the international markets in which businesses operate.

Program Content

Research for Strategic Development

Aims of the Module:

To develop the knowledge and skills necessary to research to meet the needs of strategic business management.

Learning Outcomes:

1. Be able to formulate a research paper related to strategic business development.
2. Use different research methodologies to collect sufficient and valid data.
3. Present research findings in a format appropriate for the target audience.

Program Content

Consumer Behavior

Unit Aims:

This unit aims to develop learners' understanding of a theoretical and practical understanding of processes and factors that influence the consumer behavior of individuals and organizations. By learning about how consumers make decisions, what motivates them, and how contexts and practices influence consumption, you will be able to strategically apply these insights to the creation of customer value and learn how to critique and challenge current marketing practices and consumer communications. The learners will be able to evaluate how consumer research has been undertaken and develop their intellectual and analytical capabilities vis-à-vis interpreting cultural and societal trends, parallel to psychological consumer processes, to inform marketing decision-making.

Learning Outcomes - the learner will:

1. Understand the fundamental psychological, sociological, structural, and cultural factors that influence buying behavior.
2. Understand the relevance of particular theories, Factors, models, and concepts related to consumer behavior.
3. Understanding the marketing research process and customer insight in different contexts including digital contexts.
4. Understand the process of managing customer experience, customer relationship management, and market communication.

Program Content

Digital Marketing

Unit Aims:

This unit aims to develop learners' a practical introduction to digital and social media technologies (such as Twitter, Facebook, connected devices the internet of things, and affiliate networks) and their application within marketing. The module examines the key characteristics of digital and social media and identifies the theoretical underpinnings such as issues of trust and customer engagement together with trends and usage patterns to provide a framework through which to understand and evaluate them. In addition, the module examines the legal and ethical considerations that marketing in a digital world raises. This module teaches you a range of state-of-the-art tools and theories of how to use social media effectively to achieve your branding and communication goals. students will learn the scientific and strategic approach to marketing with hands-on implementation of online marketing and social media strategies.

Learning Outcomes - the learner will:

1. Understand the role of information technology and social media in digital marketing.
2. Understand the changing dynamics of an organization's environment and its impacts.
3. Recommend resource-led innovative approaches using digital marketing tools to contemporary digital marketing challenges.
4. Understand how to develop digital strategies and an integrated social media campaign for a strategic relationship with the customers.

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