

KEY HIGHLIGHTS

# IBAS Current Strategic Plan

International Business Academy of Switzerland  
Part of MY GLOBAL WORLD EDUCATION GROUP



# ABOUT US

## ABOUT US

### PURPOSE

#### MISSION

As a global educational institution in Business, Hospitality, and Management, IBAS draws strength from its agile approach and versatile educational, business and cultural backgrounds to deliver a learning experience that empowers our diverse students to develop the competencies needed for a successful global career in an ever-changing world.

#### VISION

To be a global innovator, renowned for its agile approach, diversity and the relentless pursuit of forward-thinking and results-driven education empowering students from diverse backgrounds to excel in their careers and make meaningful and responsible contributions to the world.



## ABOUT US

### VALUES

#### ACCESSIBLE

We offer affordable, world-class education that meets the needs of diverse adults from every background, culture, and corner of the globe.

#### APPLIED

We deliver practical, real-world education meeting students' and society's needs today and we measure success by meaningful career outcomes.

#### AGILE

We embrace flexible, collaborative, and ever evolving approaches, steering clear of outdated, overly-complicated or cumbersome processes.

#### ADAPTIVE

We respond dynamically to changing student, industry, and community needs, equipping learners for successful careers in an ever-changing world.

#### AUTHENTIC

We cultivate a collaborative working and learning environment of tolerance, inclusivity, honesty, integrity, and genuine human connections

#### AUGMENTING

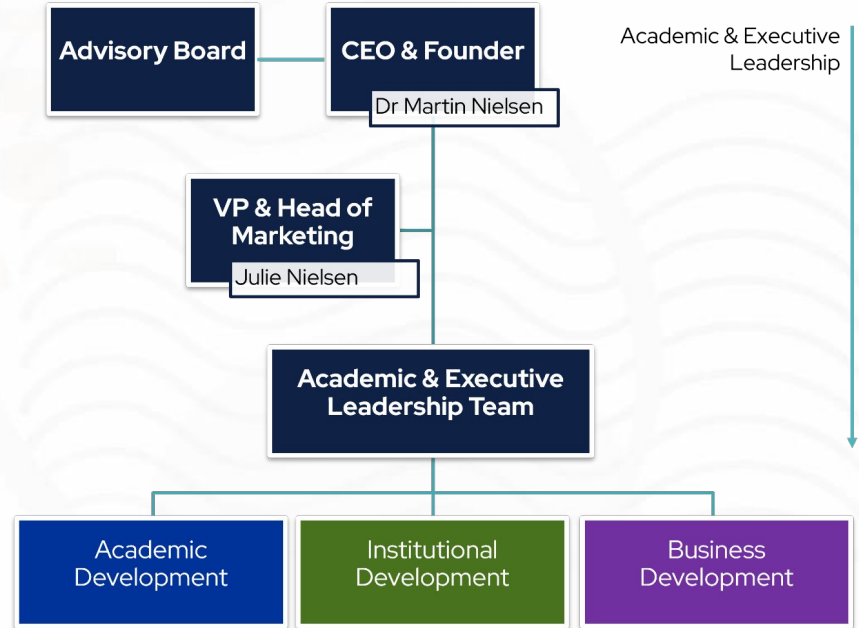
We continuously strive to improve, pushing the boundaries of excellence for our students, faculty, learning centres, and the institution as a whole.

## ABOUT US

### GOVERNANCE STRUCTURE

We embrace flexible, collaborative, and ever evolving approaches, steering clear of outdated, overly-complicated or cumbersome processes.

Governance →



## ABOUT US

### ACADEMIC & EXECUTIVE LEADERSHIP TEAM



**DR MARTIN  
NIELSEN**

CEO  
& Founder



**JULIE  
NIELSEN**

Vice President  
& Head of  
Marketing



**DR NATALIA  
BLAGOEVA**

Dean of Business  
School & Quality  
Assurance



**ANNA  
PHAN**

Director  
of Finance  
& Administration



**BEATA  
HUBNEROVA**

Onsite  
Operations  
Manager



**HEMA  
DORAISAMY**

Director of  
International  
Business  
Development

We cultivate a collaborative working and learning environment of tolerance, inclusivity, honesty, integrity, and genuine human connections.

## ABOUT US

### FUNCTIONAL STRUCTURE

We deliver practical, real-world education meeting students' and society's needs today and we measure success by meaningful career outcomes.

#### ACADEMIC DEVELOPMENT

##### Core Faculty

###### Faculty of Business

- Professors
- Teachers
- Tutors

###### Faculty of Hospitality

- Professors
- Teachers
- Tutors

##### Learning Centers (LC)

LC Induction

LC Affairs

LC Integration

##### Academic Partner Institutions (API)

API Induction

API Affairs

API Harmonization

##### Academic Development

Academic Advancement

Curriculum Advancement

QA & Accreditation

Educational Innovation

#### INSTITUTIONAL DEVELOPMENT

##### Operations & Admin.

Academic Registry

Financial Management

Legal & Compliance

Learning Technologies

##### Student Services

Student Affairs

Internship Counseling

Local Integration Support

Career Counseling

##### Stakeholder Relations

Learning Centers Liaison

Academic Partner Institutions Liaison

Business Community Liaison

Alumni Liaison

#### BUSINESS DEVELOPMENT

##### New Student Enrollment

Social Media Communication

Recruitment Agencies Communication

Global Student Recruitment

Market Research

##### New Partner Attainment

Learning Centres

Academic Partner Institutions

Recruitment Agencies

Business Community

## ABOUT US

### ECOSYSTEM (STAKEHOLDER MAP)

We respond dynamically to changing student, industry, and community needs, equipping learners for successful careers in an ever-changing world.



## ABOUT US

### AUTHORIZATION & ACCREDITATIONS

We continuously strive to improve, pushing the boundaries of excellence for our students, faculty, learning centers, and the institution as a whole.

# International Business Academy of Switzerland Part of MY GLOBAL WORLD EDUCATION GROUP



**PEREGRINE**  
GLOBAL SERVICES

PRIVATSCHULREGISTER  
PRIVATE SCHOOL REGISTER  
REGISTRE DES ECOLES PRIVEES  
REGISTRO DELLE SCUOLE PRIVATE  
CHINESE - SWITZERLAND - SUISSE - SVIZZER

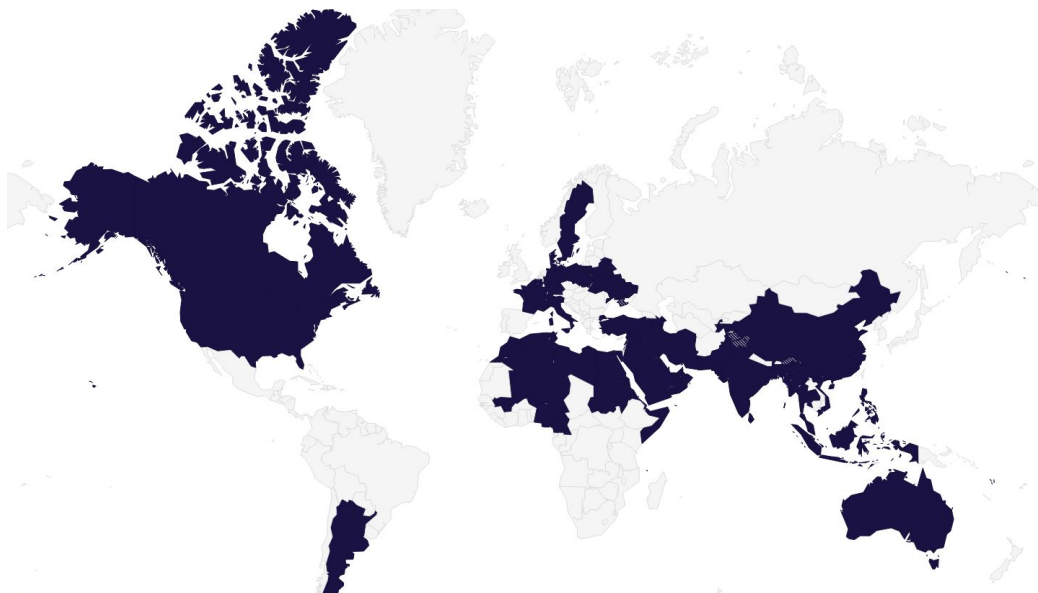


## ABOUT US

### STUDENTS' ORIGIN | 2013 - 2025

We offer affordable, world-class education that meets the needs of diverse adults from every background, culture, and corner of the globe.

Over the years, our students have come from **63** Countries and **6** Continents.



## ABOUT US

### GEOGRAPHIC PRESENCE | ACADEMIC PARTNERS

#### IBAS CAMPUS

Zürich, Switzerland

#### IBAS ACADEMIC PARTNER INSTITUTIONS

- Solent University- Southampton, UK
- VERN University- Zagreb, Croatia.
- Genovasi University College- Malaysia
- Asia e University- Malaysia
- Geomatika University College- Malaysia
- Kent International College- Kent, UK
- Hoa Sen University- Ho Chi Minh, Vietnam
- City University Malaysia

#### IBAS LEARNING CENTERS

- MGW, Malaysia
- ECC, Dubai, United Arab Emirates
- GQEP - Gates Professional Schools/Gardner College, Philippines
- International Business Academy of Turkey, Turkey
- EDUK8U TVET School Asia, Malaysia
- IIHE-Imperial Institute of Higher Education, Sri Lanka
- IIBM - Institute of Business Management, India
- NMA- National Management Academy, Myanmar



# OUR STRATEGY

## INSTITUTIONAL DEVELOPMENT

BUSINESS STRATEGY 2026 – 2030

## INSTITUTIONAL DEVELOPMENT | ACCREDITATIONS & QUALITY ASSURANCE

The International Business Academy of Switzerland (IBAS) collaborates with numerous respected accreditation bodies worldwide. We have earned institutional accreditation from IEAC and program accreditation from ACBSP. In addition, we hold an EduQua certification and are members of IACBE. These recognitions guarantee the quality of our education and the international credibility of our certificates.

Our ongoing focus remains on continuous improvement and the harmonization of practices and policies. By meeting all accreditation requirements, we ensure the highest educational standards while protecting stakeholder interests and addressing their needs.



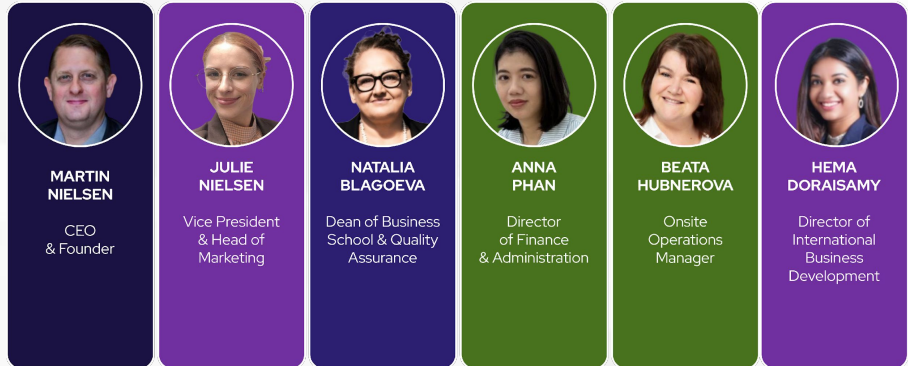
## BUSINESS STRATEGY 2026 – 2030

### INSTITUTIONAL DEVELOPMENT | ACADEMIC & EXECUTIVE LEADERSHIP TEAM

The strength of our team lies in the experience and diversity of our members, the agile and open-minded approach they bring, and the relentless focus on fostering authentic relationships and collaborative innovation.

We operate as a learning organization, constantly adapting its structures and mindsets to turn every experience and challenge into an opportunity for growth. By embedding continuous learning into our culture, we empower everyone to experiment, reflect, and evolve.

This will continue to be at the core of our culture and a major focus of our internal strategic initiatives.



## BUSINESS STRATEGY 2026 – 2030

### INSTITUTIONAL DEVELOPMENT | LEARNING CENTERS

Out of our campus in Zurich, Switzerland, we will continue to build a globally connected, flexible, and ever-advancing network linking our home campus with academic partner institutions worldwide. This expansion secures high quality faculty for all programs and courses meeting the needs of diverse students.

By fostering collaborative curricula and shared expertise, IBAS can develop more specializations at higher quality than otherwise possible, thus delivering an innovative, outcome-focused education that empowers learners to broaden their skill sets, expand their professional horizons, and secure meaningful career trajectories in today's dynamic marketplace.

#### IBAS LEARNING CENTERS

- MGW, Malaysia
- ECC, Dubai, United Arab Emirates
- GQEP – Gates Professional Schools/Gardner College, Philippines
- International Business Academy of Turkey, Turkey
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- IIBM – Institute of Business Management, India
- NMA- National Management Academy, Myanmar



## BUSINESS STRATEGY 2026 – 2030

### INSTITUTIONAL DEVELOPMENT | INTEGRATION

A major part of our work focuses on harmonizing practices with our academic partners and learning centres, while continually evolving those practices.

As of 2027, we are starting a number of initiatives among which our Integration & Innovation Labs will focus on aligning policies, procedures, and standards across our Learning centres to ensure consistent quality, foster collaboration, and create opportunities to scale initiatives globally.

This creates the conditions needed to pursue our vision of becoming a global innovator—renowned for an agile approach, diversity, and a relentless commitment to forward-thinking, results-driven education empowering students from varied backgrounds to excel in their careers and make meaningful, responsible contributions to the world.



# OUR STRATEGY

## ACADEMIC DEVELOPMENT

## BUSINESS STRATEGY 2026 – 2030

### ACADEMIC DEVELOPMENT | LEARNING PHILOSOPHY PRINCIPLES

#### MOTIVATION & PARTICIPATION

We prioritize intrinsic motivation and participation over mere discipline and presence. We engage students in ways that foster enthusiasm and involvement, empowering them to take ownership of their education and drive their own success.

#### GROWTH MINDSET

We cultivate an environment that fosters curiosity and experimentation, encouraging students to embrace challenges and develop resilience. This equips them to adapt and thrive in dynamic, diverse professional settings.

#### IMMERSIVE LEARNING & REAL-WORLD RELEVANCE

Learning connects theoretical knowledge to real-world business challenges through applied learning, hands-on experiences and role modelling. This prepares students for their careers and ensures they recognize the immediate value of their education.

#### CONTINUOUS IMPROVEMENT & POSITIVE IMPACT

Our commitment to innovation drives continuous improvement in learning practices and curriculum. Faculty and students evolve together, fostering excellence and ensuring positive future impact.

#### MEANINGFUL DEVELOPMENTAL RELATIONSHIPS

We nurture strong and genuine connections between faculty and students while creating opportunities for social interactions, building relationships and collaboration with diverse industry practitioners, mentors, leaders, and peers.



## BUSINESS STRATEGY | ACADEMIC DEVELOPMENT

### STUDENT ASSESSMENT PRINCIPLES

In the last few years, like many educators, we have seen that students' over-reliance on AI undermines learning outcomes and academic integrity.

We are therefore introducing new approaches to the assessment of students' academic progress which are designed to align with IBAS's long-term learning strategy and tackle the impact of AI.

These are not small changes. They represent a culture shift in the way student assessments are done supporting students in developing the competencies that are most valued today.

#### **Focus of these transformative changes:**

- Introducing process-oriented deliverables showing the evolution of the student
- Putting higher weight on oral presentations than on written texts.
- Putting higher weight on in-class closed-book assessments and verbal debates than written texts.
- Awarding active participation and contribution to the group learning process.
- Recognizing critical thinking, content originality, curiosity, creativity, integrity.
- Promoting the effective use of AI in ways that enhance the learning process.



## BUSINESS STRATEGY 2026 – 2030

### ACADEMIC DEVELOPMENT | ACADEMIC PARTNERS

We are building a network of partners that allows us to offer dual-degree educational programs.

Such collaborative curricula and shared expertise means we can provide continuously evolving and innovative education.

Such dual-degrees allow learners to broaden their career opportunities and support diverse professional pathways in our globalized world.

#### ACADEMIC PARTNERS:

- Solent University- Southampton, UK
- VERN University- Zagreb, Croatia.
- Genovasi University College- Malaysia
- Asia e University- Malaysia
- Geomatika University College- Malaysia
- Kent International College- Kent, UK
- Hoa Sen University- Ho Chi Minh, Vietnam
- City University Malaysia



## BUSINESS STRATEGY 2026 – 2030

### ACADEMIC DEVELOPMENT | FACULTY ADVANCEMENT

Faculty harmonization and advancement is another cornerstone of our academic strategy, ensuring consistency, collaboration, and shared excellence across our geographically dispersed campus and learning centres.

We will achieve this through cross-campus faculty exchanges and unified teacher frameworks, as well as regular virtual workshops focused on our faculty's growth and expertise. By aligning faculty approaches while respecting local contexts, we create a truly global classroom experience that delivers the same high-quality, applied education to every student, regardless of location.

As of 2027, we are starting a number of initiatives among which the Faculty Innovation Labs. They focus on engaging the faculty in peer-to-peer interactive sessions exploring latest trends aligned with program module themes.

These initiatives will foster step by step a cohesive academic culture where best practices, innovative pedagogies, and institutional standards are shared.



# OUR STRATEGY

## STUDENT FOCUS

## BUSINESS STRATEGY 2026 – 2030

### STUDENT FOCUS: SYLLABUS & PROGRAMS

Along the traditional business specialisations of its MBA programs, IBAS is launching a number of new ones that reflect the latest trends and business needs. By integrating emerging topics such as Artificial Intelligence, Data Science and Analytics, Cybersecurity Management, among others, we deliver a forward-looking curriculum that blends theory with real-world application.

Our plan is to include many new specializations for our DBA programs as well.

Our MBA and DBA specializations allow us to equip future leaders with the competencies most demanded by today's fast-evolving business landscape.

#### MBA SPECIALIZATIONS:

- Human Resource Management
- International Business
- Marketing
- Management
- Hospitality Management
- Entrepreneurship
- Health & Social Care Management
- International Finance
- Artificial Intelligence (AI)
- Data Science and Analytics
- Cybersecurity Management
- IT Project Management
- Digital Transformation and Innovation
- Business Intelligence and Big Data
- E-commerce and Digital Marketing



## BUSINESS STRATEGY 2026 – 2030

### STUDENT FOCUS: COMPANY VISITS & SOCIALIZING

We are gradually augmenting the structure of our classes in ways that create opportunities for theoretical and applied learning, as well as immersive, participatory and social learning. That empowers students to bridge theory and practice by applying classroom knowledge to real-world scenarios, fosters critical and independent thinking, as well as creativity, and helps student engage in developmental relationships. In a world dominated by AI and other technology, this means equipping the students with the competencies that will enable them to excel.

SOME OF OUR INITIATIVES INCLUDE →

#### COMPANY VISITS

##### *Immersive Learning*

Focus on expanding knowledge through company visits offering students real-world exposure beyond the classroom. Engaging with industry leaders, observing current practices, and connecting academic concepts to business environments.

#### INNOVATION LABS

##### *Participatory Learning*

Focus on engaging students in interactive learning sessions exploring themes that are of interest to the students. Collaborating to discuss innovative ideas and share insights in a thought-provoking student-led environment.

#### COMMUNITIES OF PRACTICE & SOCIALIZING

##### *Social Learning*

Focus on acquiring knowledge, skills, behaviours by developing networking skills and strong relationships with a diverse cohort of peers by joining communities of practice, clubs, attending events, and forming mentoring connections.



## BUSINESS STRATEGY 2026 – 2030

### STUDENT FOCUS: INTERNSHIPS & OTHER SERVICES

OUR INTERNSHIP PROGRAMS are designed around the principle that real-world skills outweigh abstract knowledge. By placing students in formal internships that blend classroom concepts with day-to-day responsibilities, we ensure they acquire the competencies employers demand like critical thinking, problem solving, and effective communication and relationship-building. Through immersive learning, our internships give students hands-on experience in dynamic, industry-relevant environments. Interns collaborate directly with seasoned professionals, contribute to initiatives, and apply theoretical knowledge to solve authentic business problems.

OUR OTHER SERVICES for onsite students are designed to enhance their personal local experience. We have an open-door policy with regard to questions related to residency and work permits related to their internship, accommodation, banking and other aspects of their local life. Students benefit also from personalized academic advising, mentoring and career counselling,

