



Executive MBA - Business Analytics

Extended Diploma in Business Analytics

This program is an ideal choice for finding the perfect solution from the best corps of powerful analytical tools and techniques to solve complex business problems.



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA



Message From Academic Director



Col (Rtd). Anil Ahluwalia
Academic Director-UniAthena

Westford Education Group through Athena Global Education is dedicated to offering our students the highest quality international programs from Europe, US and other leading countries. We carefully select our partner universities to ensure that each program is fully accredited, internationally recognized, and industry appropriate. Our teaching staff, student support staff, and partner staff are focused on one thing: your success, Success in the classroom and success in your career. And whether you take one of our programs from any of our partner universities you will always have Westford right at your side, helping you along each step of your path to success.

UniAthena has distinguished international faculties educated in renowned universities. Our professors and trainers are excellent in both research and teaching, and they are committed to providing students with a top-rate education. Many of them also have significant corporate experience and serve on corporate management boards. Our reports indicate that our graduates have the functional and industry knowledge they expect from executive education. Our students possess the ability to get things done as effective leaders and as strong team players, not only that they also have the talent to identify and build opportunities. Wishing you an enriching

and enjoyable learning experience and success."

We warmly welcome you to Athena Global Education, the new era of education which is affordable, flexible and accessible.





uniathena

WHO WE ARE

More than a decade of experience in higher education, the Westford Education Group expanded its operation globally significantly. Currently, we educate students from more than 143 countries. Athena Global Education is the latest Ed-Tech venture of the group with an objective to make higher education more accessible and affordable.

Athena Global Education has been established with an objective to fulfill the aspirations of learners with diverse backgrounds from across the globe to attain internationally accredited qualifications and the professional development programs delivered in an easily accessible and affordable manner in the form of online learning. Athena Global Education has a legal presence in UAE, UK and US, and all the learners are legally contracted. The entity operates in UAE as Athena Global Education FZE.

VISION

Our vision is to empower people, the privileged and underprivileged, by providing access to higher education that is effective, affordable and flexible without any boundaries.

MISSION

To provide access to affordable quality higher education for masses across the globe, we will ensure to develop an up-to-date curriculum and deploy the latest technology to develop relevant learning models which are scalable, ensuring accessibility and affordability as the key focus of everything we develop.

VALUES

In upholding our vision, we ensure that the following core values are embedded in the development of the Athena Learning Platform and the courses and programs it supports:

- Accessible
- Accredited
- Flexible
- Affordable
- Stackable



Why UniAthena?

We strive to ensure that learning is seamless and blends with learners' lives.



Pay per Module/ Easy Installments

With UniAthena as your learning partner, you follow a 'Pay as you Go Scheme' for your program, that means no upfront bulk payment of your fee. Instead your fee will be divided into small pocket friendly installments distributed across your program.



Accredited and Internationally Recognised Programs

Our programs are developed and delivered in partnership with globally recognized and accredited universities and Reputed Professional Qualification Authorities.

Learning Schedules

Programs are offered with either Fixed Learning Duration or Flexible Learning Duration. The 100% Online Delivery & Byte-Sized Content simplified learning on the go.



Personal Tutor Support

In this online program, learners are not on their own. Upon enrolment, every student gets assigned a Personal Tutor who they can reach out to for any academic support.





Course Overview

This Executive MBA specializing in Business Analytics is delivered completely online, through a combination of pre-recorded lectures followed by well-developed learning materials along with dedicated Personal Tutor support. The students gain the flexibility of learning while maintaining access to face time with the tutors through the synchronous live online sessions.

Highlights of this course are:

- This is a triple certification program, Executive MBA - Business Analytics from UCAM, Spain, Diploma from SQA, UK, and Certified Manager Certification, CMI, UK (Optional).
- The program consists of 60 ECTS Credits
- Universidad Catolica De Murcia (UCAM) Spain, accredited by Ministry of Education, Spain, is a member of Bologna Process in European Higher Education Area (EHEA) and It is also a NARIC approved university
- UCAM has been awarded an overall score of four stars out of a maximum of five by the prestigious company Quacquarelli Symonds (QS), which specialises in analysing higher education institutions across the world.
- The course delivery and assessments are based on real-life situations and application which will directly benefit the learner at their workplace to improve their performance.
- The course is designed to provide you with a range of knowledge and skills which is crucial to lead a business organization. Apart from the generic management modules, this course focuses on the development and application of Business Analytics to different business processes to give you an edge on any business operation.
- Option to attend the annual convocation conducted by the University at Murcia, Spain

Certifications included in this Course

- **Executive MBA - Business Analytics** issued by Universidad Catolica De Murcia (UCAM)
- **Extended Diploma in Business Analytics** issued by Scottish Qualifications Authority.
- **Certified Manager Certification** issued by Chartered Management Institute (Optional)

"I found the program interesting, challenging, and rewarding, the assignments were corrected quickly, with lots of positive feedback from the tutors."



Claudius Lestrade

Director
Financial Services Unit -Ministry of Finance
Commonwealth of Dominica

Master of Business Administration
Batch 2021



Being based from a distance meant that I have been able to study what I have loved doing for a long time without having to worry about the current pandemic and so many travel restrictions and other things. It has been a very interesting and valuable experience thus far, where I am learning a lot which has given me a good business grounding. It really makes me think, and I like how it has enabled me to interact with people through the virtual world.

I found the program interesting, challenging, and rewarding, the assignments were corrected quickly, with lots of positive feedback from the tutors. It has been a truly invaluable learning experience for me.

I want you to know that I have learned so much from all of your constructive inputs and guidance throughout each lesson of the course. You have helped me to understand where my strengths and weaknesses lie, and what areas of my answers I need to pay attention to.

Thank you for getting my assignments back to me as promptly as you have, and thank you for making this course so enjoyable. Finally, I gained a lot of knowledge about practical strategies that will benefit me. The course exceeded my expectations significantly.

Thanks to Athena Global Education for such a Wonderful Study Experience.





How you Learn

We have developed a learning pedagogy which ensures that the students will be able to learn the course successfully, regardless of whether the student is a beginner or an expert

Personal Tutor



One to one personal tutor meetings will clarify your doubts and also provide guidance on your assignments.



Online Library



You get unlimited access to the online library which consists of a large collection of books, journals, articles, white papers, videos, case studies and other publications.

Collaborative Learning

Discussion Forum, webinars, business scenario presentations and debates will extend your learning beyond the curriculum and open a new world before you.



Video Classes

The well-developed customised online video lessons designed by our faculty will lay the foundation for your learning.

Text Learning Contents

Multi-level learning resources developed by our faculty, including relevant journal articles, case studies, quizzes and others will enhance your learning experience. These will help you get a multidimensional perspective on the topics in the units.



"I especially appreciated the test-taking strategy portions at the end of each course. I had an experience of a lifetime!"



Miriam Siyamanyanga

CEO
Shanghai Mixi Consultancy
China

**Master of International
Business Administration
Batch 2019**



When I was researching MBA programs, convenience, accredited faculty, competitive tuition and flexibility were of importance. Athena Global Education met all of these needs. It allowed me the flexibility to learn on my own time while living and working full-time on another continent. Having been out of school for several years, I was feeling rusty and nervous. I didn't even know where to start from or how to exercise self-discipline and make online learning a success. However, the greatest support system at Athena lessened this burden. The staff could guide me on where to focus my efforts and give me a step-by-step program to follow. I especially appreciated the test-taking strategy portions at the end of each course. I had an experience of a lifetime!

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UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

UNIVERSIDAD CATOLICA DE MURCIA (UCAM),

UCAM is a university with excellence based out of Murcia, Spain. Started in the year 1995, UCAM has an active student base of 17,000 learners and has an academic staff of more than 1000. The Executive MBA program at UCAM, Murcia, Spain is accredited by ANECA and UCAM is a member of ENQA, Universia, and EUA. UCAM has a strategic partnership network of more than 280 universities including Stanford, the National University of Singapore and the National Technological University. UCAM has a corporate strategic partnership with industry leaders including Coca-Cola, Microsoft, Soft and SAP. As a university of sports, UCAM has more than 80 Olympiads as its alumni.

The Europe Teaching Rankings is elaborated by Times Higher Education, which is one of the three most important ranking organizations of the world, together with the QS and the Shanghai ranking. The best universities struggle to be included in it, by comparing their educative systems with other terms of reference from all over the world concerning academic reputation, scientific production, transparency, the ratio of students per teacher or to the internationality of the students and teachers. In the latest report, UCAM has obtained the tenth place in one of the four big areas of study, which assesses the satisfaction of the services provided, the quality of teaching and the general assessment of the institution by the student.

The Universidad Católica de Murcia has been nominated twice in the past year as one of the most beautiful universities in the world. The Ukrainian study, work and travel abroad agency Study. UA published their 2015 calendar titled "The Most Beautiful Universities in

the World” where they ranked the Jeronimos Campus of UCAM on this select list, alongside universities such as the University of Toronto (Canada), University of California, Berkeley (USA) and University of Oxford (UK) which are also globally renowned for the beauty of their campus and old buildings.



SCOTTISH QUALIFICATION AUTHORITY

Scottish Qualifications Authority (SQA) is the executive public body of the Scottish government responsible for accrediting educational awards and is accredited by the UK government to offer educational qualifications. Being one of the four partner national organizations in the Curriculum for Excellence, SQA designs and develops new qualifications and assessments to validate qualifications, and reviews them to ensure they are up to date. It has created the Scottish Credit and Qualifications Framework (SCQF).

The SCQF supports lifelong learning and can help:

- People of all ages and circumstances to access appropriate education and training over their lifetime, so as to fulfill their personal, social and economic potential
- Employers, learners and the general public to understand the full range of Scottish qualifications, how qualifications relate to each other and to other forms of learning, and how different types of qualification can contribute to improving the skills of the workforce.

The SCQF helps describe both programs of learning and qualifications, support the development of progression routes and maximise the opportunities to transfer credit points between qualifications to ensure that a learner does not have to repeat any learning they have already undertaken. The SCQF also helps to illustrate the relationships between Scottish qualifications and those in the rest of the UK, Europe and beyond, which can clarify opportunities for international progression routes and credit transfer.

Module Details

Module Name	Credits
Strategic Leadership & HR Practices in Organisations	20 SCQF / 7 ECTS
International Marketing Management	20 SCQF / 7 ECTS
Sustainability and Business	20 SCQF / 7 ECTS
Strategic Management	20 SCQF / 7 ECTS
Data Analytics in Business Processes	20 SCQF / 7 ECTS
Application of Business Analytics	20 SCQF / 7 ECTS
Research Methods and Dissertation	60 SCQF/18 ECTS





Strategic Leadership & HR Practices in Organisations

Level of Study: EQF Level 7

Credits: 20 SCQF / 7 ECTS

Module Description:

The purpose of this module is to discuss and explain the role of strategic HRM and leadership practices in an organization and their influence on the overall performance and competence of the organization. This module is designed to develop an understanding of the contemporary practices of strategic human resource management and the paradigm shift in the approaches and methods related to various functions of HRM like strategic recruitment and selection, strategic leadership, strategic performance management, and employee development name a few.

It also endeavors to highlight the role and significance of leadership styles and practices during the planning and implementation of change in the organization.

Upon successful completion of the module, the participants will be able to have comprehensive knowledge about the wider business context in which the manager has to lead and perform and make effective decisions.



International Marketing Management

Level of Study: EQF Level 7

Credits: 20 SCQF / 7 ECTS

Module Description:

This module demonstrates knowledge and understanding of contemporary theories and their applications in the research field of international marketing and management that provides an opportunity for originality in developing, applying, and implementing ideas in the areas of international management and international marketing. After successful completion of the module, the students will be able to:-

- Analyze and assess the peculiarities of the global business environment and shifts in geo-economical situations, putting a particular emphasis on emerging economies and their role in the international business environment.
- Formulate judgments and take socially and ethically responsible decisions in a global business environment.
- Analyze and assess internal and external international business environments and derive managerial decisions on the company's governance and international expansion.
- Develop appropriate marketing plans with marketing tools and techniques.

- Understand brand management and see how they influence consumer behavior.
- How to develop effective marketing skills, be creative and innovative while launching products/ services.



Sustainability and Business

Level of Study: EQF Level 7

Credits: 20 SCQF / 7 ECTS

Module Description:

Organisations within modern-day businesses are required to redesign their strategies and policies to be aligned with a sustainability agenda. Corporate social awareness for many organizations now sees it necessary to address economic, social, and flora /fauna issues from a sustainability standpoint, extending the traditional reach of CSR. Sustainability awareness creates the environment for a more innovative organization and supply chain, with an emphasis on biodiversity and close loop supply strategies. The module will critically review sustainability challenges and opportunities for organizations in a global context.



Strategic Management

Level of Study: EQF Level 7

Credits: 20 SCQF / 7 ECTS

Module Description:

This module is designed to help students understand and evaluate various aspects of Strategic Management in a global context. The module also serves as an opportunity to develop skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration. Students should be able to synthesize information to inform strategic decisions and actions demonstrating awareness of complexity, risk and uncertainty in a dynamic business environment. The module helps students to evaluate the relationship between organizational strategies, performance and stakeholder expectations.

After successful completion of the module, the students will be able to:-

- Understand the external/ internal environment dynamics and assess a business organization's strategic capabilities.
- Understand the nature and sources of competitive advantage to gain a strategic advantage.
- Analyse the strategic purpose, culture, inter-organizational relationships, innovation, and change abilities, which can increase the strategic capabilities of an organization.
- Understand business-level strategies, corporate strategies, diversification, and International strategies.



Data Analytics in Business Processes

Level of Study: EQF Level 7

Credits: 20 SCQF / 7 ECTS

Module Description:

This module is designed to enable the student to apply data analytics' approaches to develop a critical view in diverse business processes, which will help management to make good effective business decisions. A business analyst needs to identify the different sources of business data and the effective ways in which this data can be put to use. The module introduces the learners to different categories of analytics, including its application in business processes – descriptive, predictive, and prescriptive as well as a conceptual understanding of MS Excel as a tool for analysis and visualization of business data.

After successful completion of the module, the students will be able to:-

- Explain the importance of data and associated opportunities to analyze data patterns for actionable insights.
- Understand the process and the activities involved in deciding the nature and type of data that needs to be collected and managed in an organization.

- Outline business analytics life cycle as well as identify different categories of analytics discipline.
- Describe a selection of different business analytics tools and software to retrieve, organize and manipulate data.
- Manage data in MS-Excel spreadsheet.
- Explore and analyze data using the functions and features available in MS-Excel.
- Apply the different statistical methods to solve problems in different business scenarios.



Application of Business Analytics

Level of Study: EQF Level 7

Credits: 20 SCQF / 7 ECTS

Module Description:

This module briefly describes how organizations find value and make decisions using huge volumes of data. The module introduces the student to the scope of value creation underlined by the foundational concepts of business analytics. Also, applications of business analytics are introduced to the student, with special reference to social media ana-

lytics for business. This module discusses the interplay of analytics, businesses, social media and information technology to drive competitive advantage in organizations.

After successful completion of the module, the students will be able to:-

- Understand how organizations can build capabilities to apply advanced analytical techniques.
- Describe descriptive analytics and the use of association rules to discover intra-transaction patterns.
- Explain the importance of customer analytics in organizations.
- Explain how analytics can aid strategic decisions such as building a new customer base or retaining an existing customer base.
- Demonstrate knowledge of the various applications of analytics in diverse areas such as risk management and social media.
- Social Web Harvesting Tools and Techniques
- Concerns, challenges and ethical considerations in Social Media Analytics for business.
- Social Media Mining and Community Analysis.
- Apply the analytics' advanced applications for problem-solving and decision-making.



Research Methods and Dissertation

Level of Study: EQF Level 7

Credits: 60 SCQF / 18 ECTS

Module Description:

The dissertation is an opportunity for students to demonstrate their ability to investigate issues of their own choice over a significant period. Essentially this is an individual effort but it is carried out under the guidance and advice of a supervisor. Research is a creative and investigative process in which only learners can develop fully. A supervisor/dissertation guide will be appointed to each student and the role of the supervisor is to act as a learning resource for the student. It is the student's responsibility to make use of that opportunity, in consultation with the supervisor. The student is therefore expected to accept responsibility for the management of his/her learning. Following the allocation of a supervisor, the student should contact

- Clarifying the terms of the research.
- Suggesting areas of reading.
- Reviewing the proposed methodology; Establishing a timetable for the research which also includes initial dates for further meetings between the student and supervisor.
- Advising the student about appropriate standards and conventions concerning the assessment.

Assessment

Each module will be assessed through a combination of formative and summative assessments. Formative assessment will follow a continuous assessment strategy which will include weekly assessments, business case presentations, group discussions etc., followed by a final project for each module. Research and dissertation will be supported by a guide appointed by Athena Global Education and the student is expected to submit an extensive report of 12,000 words. At this stage, students will have the option to choose a business project instead of a dissertation.

"I would recommend Athena Global Education for any Professional Looking to Improve his Knowledge and Career"



Alan Wilson

Sales Manager DRC

Kanu Equipment DRC

Democratic Republic of Congo

**Master of International
Business Administration
Batch 2021**



Having been out of the academic arena for a long period, making the decision to further my studies was a daunting thought. However, through AGE, the experience has been great, flexible and the support faculty are always available to guide you through the process. I would recommend Athena Global Education for any professional looking to improve his knowledge and career.

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Eligibility Criteria

Academic Route

A Bachelor's Degree from an accredited university (or academic equivalent) in any subject.

English Language Proficiency

If you are not a native speaker, you should have an appropriate English proficiency level, e.g. an IELTS score of 5.5 or equivalent in all bands or possess a bachelor's degree delivered and assessed in English, or proof of work experience in an English-speaking environment.



Fee & Charges

Fixed Plan

Registration Fees	\$600 (To Start With The Course)
Course Fee	\$3200 (To Be Paid Upon A Monthly Basis, \$400 Per Month, Total 8 Installments)
SQA Diploma Fee	\$300 (On Completion Of Course)
Degree Certification Fee	\$1000 (To Be Paid Upon Successful Completion Of The Program)
Total Fee	\$5100
CMI Certification Fee	\$300 (Optional)

Flexible Plan

Module Fee	\$3900 (650 Per Module, Total 6 Modules)
Dissertation Fee	\$1300 (To Be Paid In 2 Installments Of \$650 Each)
SQA Diploma Fee	\$300 (On Completion Of Course)
Degree Certification Fee	\$1000 (To Be Paid Upon Successful Completion Of The Program)
Total Fee	\$6500
CMI Certification Fee	\$300 (Optional)

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ATHENA GLOBAL EDUCATION

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