



Abertay
University®

Global MBA

TRIPLE CERTIFICATION

uniathena
ATHENA GLOBAL EDUCATION



Abertay
University®



SQA

CMI

Chartered
Management
Institute

Message From Academic Director



**Col (Rtd).
Anil Ahluwalia**

Academic Director
Westford Education Group



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.

Athena 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.



WESTFORD
EDUCATION GROUP

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 educa-

tion 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



Abertay University

**Abertay
University**

Abertay University is based in Dundee, Scotland. It is reckoned among the UK's leading tech universities having created a niche in video games and cyber security education. A modern, progressive and student-friendly university, it is best known for its expertise in video games education. The degrees offered in this field have stood number one in Europe for the last seven years.

Tracing its roots to 1888, Abertay has expanded to setup a sprawling campus

in the heart of Dundee. The campus is known for its energetic student knowledge exchange activities, presence of people from diverse cultural backgrounds, accomplished researchers and teachers. Students from over 60 nations represent the university.

For local and international researchers, the university boasts of an ultra modern library, namely, the Bernard King Library, which is an award-winning library in the UK. It features thousands of books, electronic resources,



such as online journals, eBooks and specialist databases. The library also features collaborative technologies for active group study and focused learning.

The university puts a strong emphasis on research and academic excellence intended to prepare the students for adapting to the challenges at workplaces and emerge winners in

compelling situations. The courses offered by the university cater to the needs of different industries through equipping the students with the necessary skills to ideate and innovate.

The university offers programs mainly through its four academic schools – School of Design and Informatics, School of Applied Sciences, School of

Business, Law and Social Sciences, and Graduate School. From Mental Health Nursing to Civil Engineering, or Business Analytics to Ethical Hacking, the programs have been designed to prepare the students for better career opportunities by exposing them to real world experiences while making them theoretically and conceptually proficient.

Why ABERTAY?

- Ranked best modern university in Scotland for its environmental science, law and psychology research
- World-leading courses in computer arts and computer games technology
- Launched Scotland's first degrees in computer arts, bioinformatics and biotechnology
- State-of-the art library fully networked for the digital age
- Purpose-built student centre at the heart of the student experience
- According to government figures, Abertay is Scotland's best modern university for helping students progress in their studies
- One of the Top Ten most cost-effective universities in UK according to cost-of-living index survey by Push (2007)

Awards & Ranks

- University of the Year for Teaching Quality *
- Top 10 in the UK for Student Satisfaction **
- Top 10 in the UK for Student Satisfaction with Teaching, Course and Feedback ***
- 95% of graduates in full-time work or study within six months of graduating

** Times and Sunday Times Good University Guide, 2021 | ** NSS, 2020 | *** Guardian University Guide, 2020*





Scottish Qualifications Authority, UK

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's designs and develops new qualifications and assessments validate qualifications, and reviews them to ensure they are up to date. It has created the Scottish Credit and Qualifications Framework (SCQF).

The SCQF helps describe both programmes 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.



Chartered Management Institute, backed by Royal Charter, is the only Chartered body dedicated to promoting the highest standards in management and leadership excellence. CMI's management qualifications are recognized throughout the UK and Europe and provide a progressive framework that enables one to develop and broaden management skills. Their qualifications are designed in consultation with employers to meet today's demands and therefore it is valued by them.

Their certification is flexible.

One can study locally via their 600+ approved centres or through a Distance Learning Provider. Their resources are designed specifically for the qualification to ensure that the student has the correct support and free access to all key membership services for the duration of his study.

Practical help whenever you need it; tools and techniques to save time and stress; new ways to enhance your professional reputation; qualifications that show the world you mean business – that's what CMI is all about.



Why UniAthena?

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



Flexible Course Delivery

At Athena, you are in charge of your learning! You get to decide the pace/duration of your learning based on your financial and time availability. The learning structure is modular, ensuring the pace, effectiveness and momentum of your learning journey. With this byte-sized learning format, you get to learn anywhere, anytime.



Flexible Payment

We are following the 'Pay as you Go' scheme. Students can get enrolled and start learning by making a nominal fee payment and the rest they can pay as they progress through the program.



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.



Accredited and Internationally Recognised Programs

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

Course Overview



The top-rated Global MBA from Abertay University is tailored to help professionals get the upper hand at work. The programme will help learners develop a global outlook to tackle everyday business challenges. Professionals will be able

to take a holistic approach when addressing global business challenges. With this Global MBA, learners will be able to gain a better understanding of global market trends. The programme is one of a kind, the most in-depth and

practical guide to mastering global market strategies. Professionals will find the course helpful in extracting actionable insights to streamline business operations in real-world scenarios.

Key Course Highlights

- The 180 UK Credits Global programme offers round-the-clock Personalized Tutor Support.
- A blended curriculum is in place as a way to offer hands-on experience to learners. The course features a mix of online resources, workshops, presentations, portfolio assignments, group work, simulations, and case studies.
- Get rewarded with an additional Extended Diploma in Strategic Business Management from Scottish Qualifications Authority, UK.
- Pay in easy instalments option paired with exceptional course flexibility.
- Abertay has been ranked as the best modern Scottish university for student support.

Certification included in this course



Global MBA from
Abertay University, UK



**Extended Diploma in
Global Business Management**
from Scottish Qualification
Authority, UK



Certified Manager from
Chartered Management
Institute, UK (Optional)



“Testimonial”



Aden Harun Abdi

Chief Officer- Finance
County Government of
Garissa, Kenya

**Masters in
Innovation and
Entrepreneurship
Batch 2021**

“I am enjoying the online teaching platform provided by Athena Global Education and the tasks assigned to me by my tutor.”

I am enjoying the online teaching platform provided by Athena Global Education and the tasks assigned to me by my tutor. The online video clips are very simple to understand, precise and explicit in nature. One thing I have really admired is the availability of my Tutor, Mr Nithin who selflessly gave me a lot of technical support. Additionally, Sophie, Bob and Claire (-Personal Student Experience and Engagement Officers) have religiously supported me in various administrative issues, linkage to the on-line platform and general guidance.

Course Delivery

The course is exclusively designed for Working Professionals and features Blended Delivery.

The course is divided into 2 Stages

Stage 1 -

SQA Extended Diploma in Global Business Management

The course delivery of the Extended Diploma stage will be done through Online Learning Resources. The online resources will include - Essential Readings, Video Tutorials, Reference Materials etc. Each course module can be completed in 30 days each.



Video Classes

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

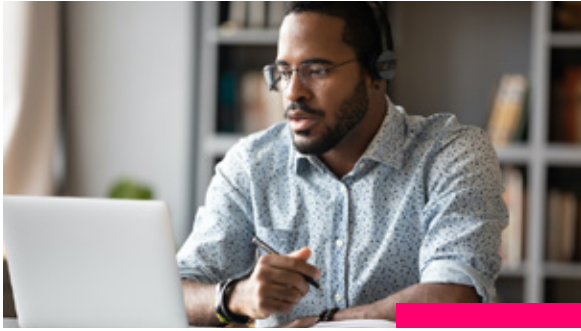
Collaborative Learning

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



Personal Tutor

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



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.

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.



Stage 2 - Research Stage

With the option to enroll in your selected cohort with the Abertay University, you have the flexibility to curate an educational experience that aligns with your interests and career ambitions. The University offers three cohorts, commencing in January, May, and September.

Research Methods Class will be delivered At Dubai Campus for 2 days. This on-site delivery will provide learners the opportunity to network with the peer group and Dissertation Guides.

Apart from this session, the synchronous online classes will be conducted, and also the learning resources will be made available via online platforms.

You'll be assessed via a combination of methods:

- **Portfolio Projects**
- **Presentations**
- **Examinations**
- **Group Work**
- **Simulations**
- **Work Assessments**

Testimonial



**Miriam
Siyamanyanga**

CEO
Shanghai Mixi Consultancy
China

**Master of
International
Business
Administration
Batch 2019**

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

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!

Module Details

SQA Extended Diploma	Module Name	Credits (SCQF)	Module Duration
	Strategic Management	20 Credits	30 Days
	International Marketing Management	20 Credits	30 Days
	Sustainability and Business	20 Credits	30 Days
	Strategic Leadership and HR Practice in organizations	20 Credits	30 Days
	Supply Chain & Logistics in the Global Context	20 Credits	30 Days
Research Stage	Application of Business Analytics	20 Credits	30 Days
	Research Proposal	15 Credits	30 Days
	Business Research Methods	15 Credits	30 Days
	Management Investigation	30 Credits	90 Days

The Course can be completed in 12 months. Every module can be completed in 1 month, except the final Management Investigation module, which is expected to be completed in 90 days.



Strategic Management

Study Level : Post Graduate

SCQF Level : Level 11

Credits : 20 Credits

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 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 external/internal environment dynamics and assess a business organization's strategic capabilities.
- Understand the nature and source 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 the organization
- Understand business-level strategies, corporate strategies, diversification, and International Strategy
- Apply leadership and strategic change models to business strategy.

Learning Outcomes

LO1: Analyse the concepts and theories of strategic management and critically evaluate the relationship between strategy, stakeholder expectations and organizational performance.

LO2: Evaluate the impact of current and emerging economic, political and cultural factors on strategic management in an international context.

LO3: Formulate business strategies under challenging circumstances of innovation and Change and evaluate those that contribute to the success of a particular organization

LO4: Develop plans for the implementation of business strategies and enhance stakeholder expectations.



International Marketing Management

Study Level : Post Graduate
SCQF Level : Level 11
Credits : 20 Credits

Module Description:

This module demonstrates knowledge and understanding of contemporary theories and their application 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.

Learning Outcomes

LO1: Analyse the changing business environment(s) globally and how they pose challenges to marketing management functions in organizations.

LO2: Develop marketing plans with the application of appropriate marketing models, tools and techniques.

LO3: Evaluate the process involved in brand management and how they influence consumer behaviour.



Sustainability and Business

Study Level : Post Graduate
SCQF Level : Level 11
Credits : 20 Credits

Module Description:

Organisations within the modern-day business are required to redesign their strategies and policies to be in alignment with a sustainability agenda. Corporate social awareness for many organizations now sees it necessary to address economic, and social issues from a sustainability standpoint, extending the traditional reach of CSR. Sustainability awareness creates the environment for more innovative organizations and supply chains, 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.

Learning Outcomes

- LO1:** Appraise the multiple dimensions of sustainability for business in the context of global challenges
- LO2:** Critically review, evaluate and develop sustainability strategies of organizations
- LO3:** Critically analyze the strategy alignment of the business functions to sustainability
- LO4:** Critically analyze an organization's global sustainability and your contribution to the impact on global sustainability



Strategic Leadership and HR Practice in Organizations

Study Level : Post Graduate

SCQF Level : Level 11

Credits : 20 Credits

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 about 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, employee development to name a few.

It also endeavors to highlight the role and signifi-

cance 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.

Learning Outcomes

LO1: Critically analyze the significance of strategic human resource management and its changing landscape in the organization.

LO2: Critically discuss the impact of human resource management activities on

organizational performance.

LO3: Evaluate various leadership styles and practices in the organization.

LO4: Plan how to implement change in an organization



Supply Chain & Logistics in the Global Context

Study Level : Post Graduate
SCQF Level : Level 11
Credits : 20 Credits

Module Description

This module talks about the fascinating world of supply chains and discusses the complexities in today's global networked economy. This module is aimed at helping learners to understand the basic components and the role of supply chain management and to develop the industry-specific competencies needed for careers in supply chain management. Through this module, you will learn what goes through the scenes of the creation and delivery of any products and how to make your business more competitive by optimizing your value chain and operations.

Learning Outcomes

- LO1:** An understanding of the paradigm shift from anticipation to response-based business models.
- LO2:** Be able to use collaborative planning, forecasting, and replenishment techniques to enhance supply chain decisions in an organization.
- LO3:** Understanding the application of the SCOR model to implement, monitor, and improve supply chain decisions.
- LO4:** Understand cross-functional drivers of the supply chain in a globally competitive context.



Application of Business Analytics

Study Level : Post Graduate
SCQF Level : Level 11
Credits : 20 Credits

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 geoeconomic 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 behaviour.

- How to develop effective marketing skills, and be creative and innovative while launching products/services.

Learning Outcomes

LO1: Analyse the changing business environment(s) globally and how they pose challenges to marketing management functions in organizations.

LO2: Develop marketing plans with the application of appropriate marketing models, tools and techniques.

LO3: Evaluate the process involved in brand management and how they influence consumer behaviour.

LO4: Decide how to launch new products/services in a dynamic global marketplace.



Business Research Methods

Level of Study: SCQF Level 11/ QCF Level 7
Unit Code: MBA514
Credits : 15 Credits

Module Description:

This module introduces postgraduate students to research methods and statistical analysis. Theoretical, historical, and statistical concepts are taught in lectures with hands-on video lab sessions using both quantitative and qualitative techniques that allow students to put theory into practice.

Learning Outcome

By the end of this module the student should be

able to:

1. Critically review current knowledge in a specified area, and establish its status and limitations
2. Identify, conceptualize and define a research question(s) and justify its relevance to practice and its significance as a potential contribution to existing knowledge.
3. Select and justify a research methodology to meet specified research aims and objectives.
4. Critically analyze and

interpret primary/secondary research data (quantitative and/ or qualitative), testing for validity and reliability of the results.

Assessment Criteria:

Assessment 1: Coursework (Weightage of 70%) and Quiz for 30%



Research Proposal

Level of Study: SCQF Level 11/ QCF Level 7
Unit Code: MBA512
Credits : 15 Credits

Module Description

This module will allow students to formulate a contextual, theoretical, and practical foundation in a self-selected area of professional practice and research. Students will evaluate existing research, texts, and projects with a view to developing a project proposal and will develop a portfolio of practical work pertinent to their own professional practice and the selected Project topic.

Learning Outcomes

By the end of this module, the student should be able to:

- 1.** Produce Project Proposal.
- 2.** Review, discuss and apply key theories and existing literature from appropriate sources to the domain of practice.
- 3.** Identify, refine and rationalize a suitable and appropriate research question.
- 4.** Construct an appropri-

ate and ethical research design.

- 5.** Record progress regularly in a manner that allows for self-reflection and informed development.
- 6.** Interact professionally with a project supervisor.

Assessment Criteria

Assessment 1: Coursework (Weightage of 70%) and Quiz for 30%



Management Investigation

**Level of Study: SCQF Level 11/
QCF Level 7**
Unit Code: MBA555
Credits : 30 Credits

Module Description:

Select, plan, conduct, and write up a research-based investigation for the Master's Project. The project will include selecting appropriate research and experimental methods, collecting and analyzing data/information, and evaluating and communicating findings and require the synthesis of a solution appropriate to the project aims.

Learning Outcome:

By the end of this module, the student should be able to:

1. Select and evaluate an appropriate topic for Master's level research and identify key sources in the literature.
2. Refine and scope the selected topic into a challenging but achievable project aim.
3. Apply appropriate research methods to the

investigation and synthesize a solution appropriate to the project aims.

4. Construct a coherent and cogent dissertation to report the investigation findings.

Annual Event

1 Workshop Engagement Program

UniAthena takes your professional growth to the next level with monthly domain specific workshops & webinars

Domain-specific webinars and workshops are a vital component in bridging the gap between academic learning and real-world business practices. These programs provide participants with industry-specific knowledge, practical skills, networking opportunities, and the potential for career advancement. By participating in UniAthena WEP, learners gain a competitive edge and are better prepared for success in their chosen fields. One of the highlights of UniAthena WeP is the inclusion of guest speakers who



are industry experts, successful entrepreneurs, or seasoned professionals with extensive experience in specific domains. These esteemed speakers share their invaluable insights, success stories, and practical advice during our webinars and workshops. By attending these sessions, participants gain valuable industry perspectives that inspire and motivate them in their professional journeys.

2 Manager's Product & Service Symposium

Unleash Innovation and Networking at the Manager's Product and Service Symposium

A manager's product and service symposium is an event focused on product and service management, where managers come together to share insights, best practices, and strategies related to developing, launching, and managing



products and services in various industries.

As a business executive, this symposium offers a unique platform to present your groundbreaking offerings to a highly engaged audience from 140+ countries. It provides an opportunity to demonstrate your expertise, connect with industry peers, and forge valuable partnerships. Share your success sto-

ries, insights, and best practices, and inspire fellow professionals with your vision and accomplishments. Join us at the Manager's Product and Service Symposium to gain visibility, establish thought leadership, and showcase your brand to a discerning audience of managers and industry experts.

3 Managerial Skills Practicum (MSP)

Unlock Your Potential with UniAthena's Exclusive Managerial Skills Practicum

The Managerial Skills Practicum program is a comprehensive and hands-on learning experience designed to enhance the practical skills and abilities of managers. This program offers a unique opportunity for managers to delve into real-world scenarios, apply management theories, and develop effective strategies. Moreover, UniAthena's Managerial Skills Practicum



Programs go beyond theoretical knowledge by offering a more hands-on practical implementation approach, allowing participants to gain valuable real-world experience and apply their learnings directly in their professional roles.

4 Leadership Development Program

Unleash Extraordinary Leadership Potential with our Revolutionary Leadership Development Program

This carefully crafted program is tailor made to cultivate and amplify your leadership skills, knowledge and behaviours, propelling them to new



heights of success. Our comprehensive approach caters to leaders at every level, from emerging talent to seasoned executives. By harnessing the power of our Leadership Development Program, you can identify, nurture, and groom high-potential employees, ensuring they are primed to embrace

greater responsibilities within your organisation. Unlock the transformative power of our Leadership Development Program today and witness the remarkable growth & success it brings to your organisation. Get ready to unleash the full potential of your Leaders and pave the way for a prosperous future.

Eligibility for the program

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.

Mature Entry Route

If you don't have a Bachelor's degree, you can apply through our mature entry route. You'll need to provide evidence of 3 years (Minimum) of relevant managerial work experience, along with certificates of your highest diplomas/degrees/professional certifications and an updated resume.

Applications are assessed on a case-by-case basis. Please send these details to admissions@uniathena.com. Applicants should be 23 years of age or above.

Admission through Mature Entry Route will be subject to the discretion of the Athena Global Education and the respective Awarding Bodies/Universities.



Course Fee

Registration Fee	:	\$600 (To start with the course)
Installment Fee - I	:	\$3300 (\$550 per month, Total 6 Installments)
SQA Diploma Fee	:	\$300 (To be paid upon successful completion of the 6 Installments)
Top Up Registration	:	\$1500 (45 days gap from SQA certification to Top up reg fee)
Instalment Fee - II	:	\$2900 (\$1450 per month, Total 2 Installments)
Total Fee	:	\$8600
CMI Certification Fee	:	\$300 (Optional)



Study Remote

Graduate in The United Kingdom

Upon successful completion of the program, students get an opportunity to graduate from Abertay University, Dundee, Scotland.



Register Now

For more enquires, mail us on
international@abertay.ac.uk

uniathêna

ATHENA GLOBAL EDUCATION

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