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MBA

# MBA IN GENERAL MANAGEMENT

## Course Specification



Unimarconi  
LA PRIMA UNIVERSITÀ  
DIGITALE ITALIANA

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# CONTENTS

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<b>ATHENA GLOBAL EDUCATION</b>	<b>4</b>
<b>GUGLIELMO MARCONI UNIVERSITY</b>	<b>5</b>
<b>CAMBRIDGE INTERNATIONAL QUALIFICATIONS</b>	<b>6</b>
<b>MBA IN GENERAL MANAGEMENT- FAST TRACK</b>	<b>7</b>
Aim of the Course	8
Grading Structure	8
Enrolment and Equal Opportunity	9
Access and Recruitment	9
Access Arrangement and Special Consideration	10
Admission Requirments	10
Guidance on Assessment	10
Methods of Assessment	11
<b>MODULES AND COMBINATIONS</b>	<b>11</b>
<b>MODULE 1: SUSTAINABILITY AND BUSINESS</b>	<b>11</b>
Module Description	12
Learning Outcomes	12
Content Covered	12
Assessment	13
<b>MODULE 2: HUMAN RESOURCE MANAGEMENT</b>	<b>13</b>
Module Description	13
Learning Outcomes	14
Content Covered	14
Assessment	15
<b>MODULE 3: INTERNATIONAL MARKETING MANAGEMENT</b>	<b>15</b>
Module Description	15
Learning Outcomes	16

# CONTENTS

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Content Covered	16
Assessment	17
<b>MODULE 4: STRATEGIC MANAGEMENT AND LEADERSHIP</b>	17
Module Description	17
Learning Outcomes	17
Content Covered	18
Assessment	18
<b>MODULE 5: FINANCE FOR ENTREPRENEUR</b>	19
Module Description	19
Learning Outcomes	19
Content Covered	20
Assessment	20
<b>MODULE 6 : STRATEGIC SUPPLY CHAIN AND LOGISTICS MANAGEMENT</b>	21
Module Description	21
Learning Outcomes	21
Content Covered	21
Assessment	22
<b>MODULE 7: RESEARCH METHODS AND DISSERTATION</b>	22
Module Description	22
Learning Outcomes	22

## ATHENA GLOBAL EDUCATION

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Athena Global Education is a subsidiary of Westford Education Group, a higher education services provider since 2009, providing quality UK, Italian and Spanish Bachelor and Master level degrees. We have helped thousands of learners from around the world achieve their higher education goals and through that, their professional goals.

Westford Education Group has partnered with many internationally accredited universities, Awarding Organizations and Professional Bodies, enabling us to provide high quality and fully accredited programs worldwide. Westford is currently partnered with Cardiff Metropolitan University from UK, University of Wolverhampton from UK, Guglielmo Marconi University from Italy, Fort Hays State University from USA, Pearson Education from UK and the Scottish Qualification Authority (SQA) of UK to name a few.

Athena Global Education is the latest venture of Westford Education Group. It is built upon our core values: That quality higher education is an undeniable right of all, not of few, and should be affordable by all. Our key pillars of this venture are Accessibility and Affordability, and we have made sure that the courses developed in this platform support and reflect these key values.

This Masters in General management fast track programme offered by Athena Global Education is a Dual Certification programme delivered in partnership with Guglielmo Marconi University, Italy and Cambridge International Qualifications, UK.

## GUGLIELMO MARCONI UNIVERSITY

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Guglielmo Marconi University (GMU) is based in Rome, Italy and recognised by the Ministerial Decree of March 1, 2004. GMU's main campuses are based in Rome and are located around Prati and Vatican neighborhoods. Currently, GMU has more than 16,000 students enrolled in graduate and postgraduate programs, 300 faculty members and a team of 200 expert advisors.

The central administrative offices, studios, academic departments and the majority of the university facilities are situated on the main campus. GMU distinguishes itself by the operational blended format that implements both online and traditional academic programs. This format provides students with a valuable experience both online and offline, by preserving face-to-face interactions with professors, seminars and lessons within the athenaeum, and by granting access to intranet and institutional resources.

Since 1999 Italian Universities have abided by the 'Bologna Process', launched with the Bologna Declaration of 1999 and defined by the European Higher Education Area (EHEA). In relation to this reform, the university is system organized in 3 cycles: Bachelor's degree, Master degree and Doctorates in different schools

## CAMBRIDGE INTERNATIONAL QUALIFICATIONS

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Cambridge International Qualifications (CIQ) is a professional awarding organization incorporated in the UK and its subsidiary of Westford Education Group which has been in higher education since 2009. CIQ aims to develop and accredit qualifications which meet the ongoing needs of learners and the corporate sector ensuring individuals have access to opportunities for personal and professional development.

CIQ offers credit rated programmes under Scottish Credit Qualification Framework (SCQF) through the credit rating agency Scottish Qualification Authority which enables the student to attain UK regulated qualifications. Apart from the credit rated programmes, CIQ also offers stand-alone professional diploma and certification programmes which has been developed based on the current need of the industry. CIQ also partnered with NCFE-UK (Northern Council for Further Education) and TQUK (Training Qualifications, UK) for joint certification for the courses developed by CIQ.

CIQ has gained a reputation for the high-quality support services provided to the education sector. We work with Schools, Colleges, Universities, and corporate bodies as well as Government agencies to provide relevant, effective, and flexible programmes. Our qualification and assessment framework is up-to-date, result oriented and meets the defined values as per international standards. CIQ qualifications are approved for progression to higher qualifications offered by International Universities around the globe.

The CIQ qualification and assessment framework have been developed in consultation with leaders from various corporate bodies, government agencies, and Universities around the world. CIQ programmes are frequently assessed to enhance quality and ensure they are relevant for the rapidly changing global market as well as career opportunities for ambitious individuals. The CIQ Qualification and assessment framework is available throughout the world and may be accessed via our “Approved Centre Network”

## **MBA IN GENERAL MANAGEMENT- FAST TRACK**

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The Master of Business Administration - FastTrack course consists of 6 modules and an estimated course completion time of 9 months. The modules are Sustainability and Business, Human Resource Management, International Marketing Management, Strategic Management and Leadership, Finance for Business, Strategic Supply Chain and Logistics, and Research Methods & Dissertation.

The modules teach you all the specifics and materials needed for an MBA while giving a specialized focus on General Management. The course certificate is issued by Guglielmo Marconi University, Italy and the Postgraduate Diploma in Organisational Leadership is issued by Cambridge International Qualifications.

## AIM OF THE COURSE

Master of Business Administration is a highly advantageous and prestigious professional qualification. With an MBA, you get to learn and understand how a business runs and what you can do to improve the performance and profitability of the business. UniAthena brings you the MBA in General Management - FastTrack course, in which you can get an MBA in just 9 months.

The course will teach you all the MBA skills and knowledge that are required in this competitive and professional world. In this MBA General Management course, you will learn about strategies, management, leadership, human resource, and many other topics that will strengthen your professional profile.

This course is considered as a FastTrack course as the duration of the entire course is less than what a normal MBA course takes. With affordable fee payments and completely online classes, you will be able to get your MBA at a quick pace.

## GRADING STRUCTURE

The following grading criteria will be applicable for MBA in GENERAL MANAGEMENT- FAST TRACK

Marks	Grades
70 to 100	Distinction
60 to 69	Merit
50 to 59	Pass
40 to 49	Fail with Re-sit
0 to 39	Fail with Retake



## ENROLMENT AND EQUAL OPPORTUNITY

Athena Global Education confirms its commitment to equal opportunities in all its activities. It is intended that all students should receive equal treatment irrespective of political belief, gender, sexual orientation, age, disability, marital status, race, nationality, ethnic origin, religion or social background. We have implemented an adequate and transparent system in place, in order to ensure that equal opportunity is given to all prospective learners of the course.

## ACCESS AND RECRUITMENT

Our policy with regard to access to our programs is that:

- They should be available to everyone who is capable of reaching the required standard
- They should be free from any barriers that restrict access and progression
- There should be equal opportunities for all wishing to access the qualifications

We follow ethical practices in our communication and business with all our partners. This will include ensuring that all learners are given accurate information and advice about the program. We have deployed appropriate systems to assess a learner's suitability for a program and make a professional judgment about their ability to successfully achieve the designated qualification. This assessment takes into account any support available to the learner within the system during the course of study and any support that may be required to allow the learner to access the evaluations for the units within the program.

## ACCESS ARRANGEMENTS AND SPECIAL CONSIDERATIONS

Our policy on access arrangements and special consideration aims to enhance access to the qualifications/programs for learners with disabilities and other difficulties (as defined by the Equality Act 2011) without compromising the assessment of skills, knowledge and understanding.

## ADMISSION REQUIREMENTS

Students seeking admission to the course may have to fulfill the following criteria/requirement

- A Bachelor's degree in any discipline
- Proficiency in English language equivalent to IELTS 5.5 or more
- The learners without Bachelor's Degree will be considered subject to having minimum three years of managerial/supervisory experience.

## GUIDANCE ON ASSESSMENT

For this qualification, all the assessments are completed through the submission of internally assessed learner work. To achieve a pass for a unit, a learner must have successfully achieved the learning outcomes as per the standards set by the assessment criteria for that unit. An assignment can relate to a single unit or an integrated assignment incorporating more than one unit can be used; provided the content of the assignment is clearly mapped to show which assessment criteria from which units are being covered.

## METHODS OF ASSESSMENT

We use a range of assessment vehicles that will engage learners and give them an opportunity to both demonstrate their knowledge and understanding of a topic and to evaluate how they might apply that knowledge in a given context.

This might include assessment through:

- A research activity resulting in the compilation of a report
- An academic paper or article for publication
- The compilation of a case study
- A critical review and evaluation of a chosen company's policies, procedures and systems
- A set project completed for an employer (also known as an 'employer-engagement activity')
- The production of a portfolio of evidence relating to a particular unit

This list is by no means is exhaustive but gives examples of some creative assessment methods that could be adopted.

## MODULES AND COMBINATIONS

To be awarded the Masters in General management fast track, the learners are required to complete all the following modules.

Module Name	Module type	Credits
Sustainability And Business	Core	8
Human Resource Management	Core	8
International Marketing Management	Core	8
Strategic Management And Leadership	Core	8
Finance For Business	Core	8
Strategic Supply Chain And Logistics Management	Core	8
Research Methods And Dissertation	Core	12

## MODULE 1: SUSTAINABILITY AND BUSINESS

Level of study : Masters

Level : EQF Level 7/SCQF Level 11

### Module Description

Organisations within modern-day business are required to redesign their strategies and policies to be in aligned with a sustainability agenda. Corporate social awareness for many organisations now see 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 organisation and supply chains, with emphasis on biodiversity and close loop supply strategies. The module will critically review sustainability challenges and opportunities for organisations 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 organisations

LO3: Critically analyse the strategy alignment of the business functions to sustainability

LO4: Critically analyse an organisations global sustainability and your contribution to the impact on global sustainability.

### Content Covered

- Incremental challenges of international management
- Sustainability and leadership
- Sustainability and innovation

- Sustainable development goals
- The pillars of sustainability
- Circles of sustainability
- Organisational identity and corporate image
- Core values and sustainability
- Strategy formulation and sustainability
- Corporate social responsibility
- Data roadmaps for sustainable development
- HR role in sustainable strategy
- Sustainability in production and design

## Assessment

Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

## MODULE 2: HUMAN RESOURCE MANAGEMENT

Level of study : Masters

Level : EQF Level 7/SCQF Level 11

### MODULE DESCRIPTION:

Leadership and Human Resource Management are two of the most important elements in any organization. Having proper and effective leadership skills can immensely boost the company's performance and productivity. Human Resource Management goes hand in hand with leadership skills, as a properly functioning HRM can support and enhance the existing leadership experience. In this module, you will learn about the different strategies and management styles related to leadership and human resource management. Key topics such as HRM trends, recruitment, selection, organisational behavior, leadership

styles, approaches, and development are covered. Understand the inner workings of an efficient organisation with productive and capable employees, what it takes to be a good leader, and most importantly, learn what it takes to effectively manage your organization

## Learning Outcome:

LO1: Critically analyse the significance of Strategic Human Resources Management and its changing landscape in organizations.

LO2: Critically discusses the impact of Human Resources Management activities on Organisational Performance.

LO3: Evaluate various leadership styles and practices in organizations.

LO4: Plan how to implement change in an organization.

## Content covered

- Origin of HRM
- Characteristics and Purpose of HRM
- Functions of HRM
- Staffing HR Activities
- Development of HR
- Compensation HR Activities
- SHRM Fundamentals
- Strategic Driven Practices
- Strategic HRM
- Trends Strategic
- HR Planning Overview
- HR Planning Evaluation
- Strategic Recruitment
- Strategic Selection

- Global HRM Strategy
- Evaluating HR Outcomes
- Organisational Behaviour
- Impact of HRM on Organisational Development
- Legal Regulatory Environment
- Managing Diversity
- Action Centered Leadership
- Leadership Development
- Leadership Grid
- Leadership Career Stages
- Leadership Fundamentals
- Leadership Approaches
- Leadership Styles
- Introduction to Change Management

## Assessment

- Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

## MODULE 3: INTERNATIONAL MARKETING MANAGEMENT

Level of study : Masters

Level : EQF Level 7/SCQF Level 11

### 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.

## Learning Outcomes

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

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

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

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

## Content Covered

- Introduction to global environment
- Introduction to marketing Marketing process
- International entry modes
- Scope of marketing
- Marketing mix
- Market segmentation
- SWOT analysis
- PESTEL analysis
- Ansoff Matrix
- BCG matrix
- Porter's five forces
- Marketing communications
- Consumer decision making process
- Product life cycle strategies
- New product development process



- Customer needs
- Distribution strategy
- Pricing approaches and objectives

## Assessment

- Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

## MODULE 4: STRATEGIC MANAGEMENT AND LEADERSHIP

Level of study : Masters

Level : EQF Level 7/SCQF Level 11

### Module Description

This module is designed to help students understand and evaluate various aspects of Strategic Management in a global context. The module explores theories, models and frameworks to provide insight on how an organization's life cycle evolves through various stages to achieve excellence. The module helps students to evaluate the relationship between organizational strategies, performance and stakeholder expectations.

### 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.

## Content covered

- Introduction to Strategic Management Organization design and effectiveness
- Porter's competitive strategies
- Mile's and Snow's Strategy Typology
- External Environment
- Introduction, the organization environment the task environment framework for assessing environmental uncertainty
- Organizational strategies for controlling external environment
- Environmental characteristics and organizational actions
- Inter-organizational Relationships
- Organizational Ecosystems
- Strategies for Survival
- Institutional view and Organizational Design
- Design Organizations for International Environment Strategy, Technology and Performance
- Organizational Life Cycle Innovation and Change
- Strategic Role and Types of Change
- Decision Making Processes
- Conflict, Power and Change
- Woodward's Classification Based on System of Production

## Assessment

- Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

## MODULE 5: FINANCE FOR ENTREPRENEUR

Level of study : Masters

Level : EQF Level 7/SCQF Level 11

### Module Description:

This module is designed to inform and help the students gain adequate awareness of the various aspects of financial statement evaluations through the conduct of ratio analysis as a quantitative tool and its application for introspecting and comparing existing business strategies whilst considering the impact of macroeconomic and macro business factors on the functioning and operations of business in a global context. Understanding contemporary theories and their applications of international accounting standards, principles, investment strategies, and budgeting concepts will provide students with an opportunity to appreciate the global financial markets and changing business climate for originality in analyzing, interpreting, and exposing them to the complexities of managing bottom line expectations and shareholder value creation aspects as part of the overall accounting and finance curriculum. It also helps the students evaluate and identify the factors that help develop appropriate budgetary planning and strategy combined with forecasting techniques and benchmarking performances internationally.

### Learning Outcomes

LO1: Critically analyze the use of the key functional area of finance in support of wider organizational activity.

LO2: Understand the financial decision making of a public listed organization by analyzing the financial statements, also determine how financial ratios can be used for decision making.

LO3: Understand different Budgeting Techniques and advice on suitable budgeting tech-

niques that a company can adopt for its Planning and Control

LO4: Determine how organizations take the critical decisions in regards to procurement and utilization of funds by analyzing various sources of finance and investment appraisal techniques.

LO5: Understand various prevalent performance measurement systems, discuss their suitability and appropriateness in a range of different business environments

## Content Covered

- Framework of Financial Statement Analysis
- Principal Financial Statements
- Foundation of Ratio and Financial Analysis
- Budgeting and Planning Analysis of Acquiring Funds
- Capital Budgeting and various techniques of investment appraisal
- Performance measurements systems
- International Factors Influencing Accounting and Financing Decisions

## Assessment

- Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

## MODULE 6 : STRATEGIC SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Level of study : Masters

Level : EQF Level 7/SCQF Level 11

### Module Description:

This module supports strategic decision makers as well as operational managers in both international and domestic markets to manage successful logistics across their business. It will enable participants to develop an understanding of how to create lean systems and organisational agility to solve strategic and operational issues using a range of practical problem solving tools.

### Learning Outcomes

LO1: Understand the relationship between supply chain management and organizational business objectives.

LO2: Be able to use information technology to optimize supplier relationships in an organization.

LO3: Understand the role of logistics and procurement in supply chain management.

LO4: Understand the basics of shipping operations, including the documentation involved.

### Content Covered

- Introduction to Supply Chain and logistics
- Shipping and Retail logistics
- Shipping cost structures
- Patterns of Sea transport
- Incoterms International Logistics

- Supply Chain Drivers
- Logistic systems and integrated
- Supply Chain strategy
- Improvement opportunities within Supply chains in various industries
- Decisions in Operations Management
- Concepts related to layout strategies
- Bullwhip effect
- Upstream and Downstream perspectives

## Assessment

- Assessment 1: Coursework (weightage 100%, Approximate 3000 Words)

## MODULE 7: RESEARCH METHODS AND DISSERTATION

Level of study : Masters

Level : EQF Level 7/SCQF Level 11

### Module Description:

Dissertation is an opportunity for students to demonstrate their ability to investigate issues of their own choice over a significant period of time. 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 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;

## Learning Outcomes

The student needs to use his/her discretion in handling various aspects of the research investigation. Nevertheless, in presenting your work it is important that you process and order information sequentially. The following list highlights the essential parts which the completed work should contain:

- Front Cover
- Title Page
- Acknowledgments
- Contents Page (Contents, List of Tables, Figures and Appendices)
- Abstract/Executive Summary
- Introduction
- Aim and Objectives
- Literature Review
- Methodology Investigation:
- Results Investigation:
- Analysis
- Conclusion (with suggestions for further work)
- Recommendations (if appropriate)
- References / Bibliography Appendices (see Section Four)



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EDUCATION

## Middle East

Athena Global Education FZE  
Block L-03, First Floor,  
P O Box 519265, Sharjah Publishing City,  
Free Zone, Sharjah, UAE  
Phone : +971 65 31 2511

## UK

Athena Global Education  
Magdalen Centre  
Robert Robinson Avenue  
Oxford, OX4 4GA, UK  
Phone: 01865 784299