



MBA Family Business Management

Empowers learners with skills to tackle family business challenges.



Message From Academic Director



**Col (Rtd).
Anil Ahluwalia**

Westford Education Group through Athena Global Education is dedicated to offering our learners the highest quality international programs from Europe, the 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, learner 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 learners 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 learners 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 UniAthena, the new era of education which is affordable, flexible and accessible.

Who We Are

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

UniAthena 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. UniAthena 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 UniAthena 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.



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.



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.



Personal Tutor Support

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



Accredited & Internationally Recognised Programs

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

Westford Education Group

Westford Education Group was established in 2009, with an objective to fulfill the aspirations of learners with diverse backgrounds from across the globe to attain internationally-accredited qualifications in the form of on-site and online learning interventions.

Working toward a world where everyone has access to higher education, WEG now stands out winning the confidence of its learners and the community, a result of its steadfast commitment to learners' welfare and their success stories.

At Westford, we have come up with an integrated strategy and operational model for global education. The group's overall mission is "enabling the learner of today to become a successful individual of tomorrow".



Course Overview

The MBA-Family Business Management programme offers an exclusive blend of practical know-how and academic rigour to transform a family business into a thriving enterprise, create value, and meet stakeholders' expectations at large. This MBA program is delivered completely online, through a combination of pre-recorded lectures followed by extensive learning materials along with dedicated Personal Tutor support.



- This is a 60-ECTS Master programme from Guglielmo Marconi University (GMU), Italy.
- GMU, accredited by the Ministry of Education, Italy, is a member of the Bologna Process in the European Higher Education Area (EHEA) and a NARIC-approved and WES-accepted university.
- The course delivery and assessments are based on real-life scenarios and applications that will aid learners in capitalising on potential opportunities, crafting strategies, and maximising productivity.
- The programme offers a holistic understanding of the disciplines imperative for today's family businesses to stay competitive, grow, and achieve sustainable success.
- Additional certification include Postgraduate Diploma in Family Business Management from Cambridge International Qualifications, UK and Certified Manager Certification from Chartered Management Institute, UK (Optional).
- Option to attend the annual convocation conducted by the University in Italy.

Why this Course?



Increased Managerial Aptitude

The MBA -Family Business Management programme is designed to empower family business owners to complement their technical expertise with managerial savvy and add value to the business.

Application Oriented

The programme offers an embedded learning experience to help learners understand the changing dynamics of family businesses. It will equip learners with the 'tools of the trade' essential to effectively manage a family business.





Multi-disciplinary focus

MBA-Family business management offers a well-balanced mix of skills and insights necessary to launch new ventures and scale up existing family businesses. The curriculum combines aspects of new venture development, finance, international marketing, strategy, operations, and innovation for a broader outlook.

Certifications included in this course

- **MBA-Family Business Management** issued by Guglielmo Marconi University, Italy.
- **60 ECTS Master Degree** Transcript issued by Guglielmo Marconi University, Italy
- **Postgraduate Diploma in Family Business Management** issued by Cambridge International Qualifications, UK.
- **Certified Manager Certification (Optional)** issued by Chartered Management Institute, UK.





Rahima Jahangir

Faculty, Program Leader of
Bachelor in Computer Science,
Exeed College

United Arab Emirates

Master in Data Science



"The exceptional flexibility of the course structure allowed me to learn at my own pace, an advantage I truly appreciate."

My overall experience with the 100% online Master in Data Science has been extremely positive. The exceptional flexibility of the course structure allowed me to learn at my own pace, an advantage I truly appreciate. Sometimes it can be challenging to motivate myself to study due to the nature of recorded lectures; however, I find the content engaging and well-structured, which keeps me interested and committed to the course. The convenience of being able to revisit the material as needed is another aspect I appreciate about this online learning format.

I feel highly supported by my tutor throughout this learning journey. Her timely responses to my queries and proactive check-ins, especially when my assignments are running behind schedule, make me feel acknowledged and valued as a student. This level of interaction and support often makes me forget that I'm part of an e-learning programme. Her dedication and commitment to my learning process have significantly enhanced my online learning experience.

How you Learn

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

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.



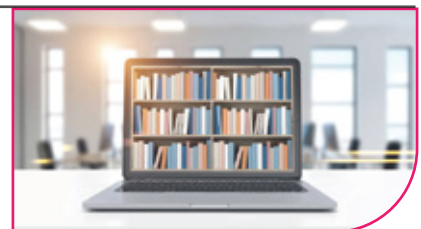
Collaborative Learning

Webinars and business scenario presentations will extend your learning beyond the curriculum and open a new world before you.



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.



Personal Tutor

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





Cesar Henrique Jendrieck

Regional Service
Engineering Director –
APAC MEA
Singapore

**MBA in General
Management-
FastTrack**

"UniAthena's modular course content and flexible learning schedule allowed me to learn according to my available time."

"I am happy to have taken the MBA in General Management- FastTrack professional course. This has many positive aspects, the course has content that combines theory and practical applications. UniAthena's modular course content and flexible learning schedule allowed me to learn according to my available time. And the support of my advisor, Argha, during my dissertation was outstanding. I would like to leave my recommendation for other people seeking an MBA. This course will help you raise your professional knowledge and polish industry-required business skills".





Guglielmo Marconi University, Italy

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

The central administrative offices, studios, academic departments, and the majority of the university facilities are situated on the main campus. GMU distinguishes itself through its operational blended format, which combines online and traditional academic programs.

This format provides learners with a valuable experience both online and offline, by preserving face-to-face interactions with professors, seminars, and lessons within the athenaeum and 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 a system organized into 3 cycles: bachelor's degrees, master degrees, and doctorates in different schools.



CAMBRIDGE
INTERNATIONAL
QUALIFICATIONS

Cambridge International Qualifications, UK

Cambridge International Qualifications (CIQ), UK is a professional awarding body based in the United Kingdom. CIQ is founded on the vision of helping individual learners and employers in attaining quality accredited awards. With centers across the Middle East, Europe and the African region, CIQ is a proud certification partner for more than 100 organizations and has a progression pathway with some of the leading universities across the world.

CIQ offers credit-rated programs 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 programs, CIQ also offers stand-alone professional diploma and certification programs which have 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. It works with schools, colleges, universities, and corporate bodies as well as Government agencies to provide relevant, effective, and flexible programs. Their 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 their "Approved Centre Network".



Chartered Management Institute, UK

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 learner 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.

Modules

Module Name	Credits (ECTS)
International Marketing Management	8 ECTS
Strategic Management	8 ECTS
Operations and Project Management	8 ECTS
New Venture Development	8 ECTS
Finance For Business Leaders	8 ECTS
Introduction to Innovation & Entrepreneurship	8 ECTS
Research Methods and Dissertation	12 ECTS
Total Credits	60 ECTS

Module Description

Module Name: International Marketing Management

Level: EQF Level 7

Credits: 8 ECTS

This module demonstrates knowledge and understanding of contemporary theories and their applications in the research field of international marketing and management.



Module Name: **Strategic Management**

Level: EQF Level 7
Credits: 8 ECTS

The module develops skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration.



Module Name: **Operations and Project Management**

Level: EQF Level 7
Credits: 8 ECTS

The module will provide you an introduction to a broad range of operations and project management problems, tools, and knowledge facing managers working in modern organizations.



Module Name: **New Venture Development**

Level: EQF Level 7
Credits: 8 ECTS

Learn what it takes to launch and scale new business ventures by gaining a deep understanding of the startup ecosystem along with practical skills required for New venture success as well as real-life case studies of new venture successes and failures.



Module Name: **Finance For Business Leaders**

Level: EQF Level 7

Credits: 8 ECTS

Builds understanding of the aspects of financial statement evaluations, considering the impact of economic factor on the businesses.



Module Name: **Introduction to Innovation & Entrepreneurship**

Level: EQF Level 7

Credits: 8 ECTS

Understand what it takes to become an Entrepreneur and develop innovative and high-potential business opportunities, relevant for current and aspiring business professionals and entrepreneurs who aim to lead business development.



Module Name: **Research Methods and Dissertation**

Level: EQF Level 7

Credits: 12 ECTS

This module will equip learners to create a usable project through which they can integrate, synthesize, and demonstrate all their knowledge in a multi-faceted way to potential employers. Projects will be drawn from real-world situations.



Assessment

Each module will be assessed through a combination of formative and summative assessments. Formative assessment will follow a continuous assessment strategy that will include unit-wise assessments, followed by a summative assessment that is formulated to be more aligned with personal reflection questions that are mapped against the expected learning outcomes of the module.

Research and dissertation will be supported by a supervisor appointed by Athena Global Education, and the learner is expected to submit an extensive report of 12,000 words. At this stage, learners will have the option to choose a business project instead of a dissertation.





Victor Aniche

Chairman/ CEO
Nigeria

**Doctorate of
Business
Administration**



"I have been pleasantly surprised with the well thought out progression of the modules and the academic rigour involved".

When I decided to do a DBA programme, I started a search. I had to take my peculiar schedule into consideration when selecting a programme that both met my schedule needs and provided the kind of academic rigour that will enable me to meet my learning goals.

The Uniathena DBA met my personal and academic needs. I have been pleasantly surprised with the well-thought-out progression of the modules and the academic rigour involved. It's been a pleasant journey of discovery. What I enjoy most is the support from the academic and support staff, the attention to details, and the learning progression through the modules. It's been a journey of discovery for me.

Eligibility Criteria

Academic Route

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

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 5 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.

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:

\$500 (To Start With The Course)

Course Fee:

\$2800 (To Be Paid Upon A Monthly Basis,
\$350 Per Month, Total 8 Installments)

PGD-CIQ Certification Fee:

\$300 (On Completion Of Course)

Degree Certification Fee:

\$1000 (To Be Paid Upon Successful
Completion Of The Program)

Total Fee:

\$4600

CMI Certification Fee:

\$300 (Optional)

Flexible Plan

Module Fee:

\$3000 (500 Per Module, Total 6 Modules)

Dissertation Fee:

\$1300 (To Be Paid In 2 Installments Of
\$650 Each)

PGD-CIQ Certification Fee:

\$300 (On Completion Of Course)

Degree Certification Fee:

\$1000 (To Be Paid Upon Successful
Completion Of The Program)

Total Fee:

\$5600

CMI Certification Fee:

\$300 (Optional)

Study Remote

Graduate in Italy

Upon successful program completion, students will get the opportunity to graduate from Guglielmo Marconi University, Italy, and participate in the prestigious convocation ceremony held there.



[Apply Now](#)

uniathêna

ATHENA GLOBAL EDUCATION

MIDDLE EAST

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