



uniathêna

Master in Innovation and Entrepreneurship

The Master in Innovation and Entrepreneurship program imparts essential skills and knowledge of effective strategies to create and manage innovative businesses



Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA



CAMBRIDGE
INTERNATIONAL
QUALIFICATIONS



Message From Academic Director



Col (Rtd). Anil Ahluwalia
Academic Director-UniAthena



Westford Education Group through Athena Global Education is dedicated to offering our learner 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 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 learner 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 learner 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 education which is affordable, flexible and accessible.



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 fulfil the aspirations of learners with diverse backgrounds from across the globe to attain internationally accredited qualifications and the professional development programmes delivered in an easily accessible and affordable manner in the form of online learning. Athena Global Education has 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 up-to-date curriculum and deploy the latest technology to develop relevant learning models which are scalable, ensuring the 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 programmes it supports:

- Accessible
- Affordable
- Accredited
- Flexible
- Stackable



Andy Haasbroek

Owner, Alundi Internet Solutions
South Africa

UniAthena has been an incredible learning platform and the support from administrative staff all the way to the academic staff has been amazing.



In 2018, I lost everything. I had to start from scratch. I had more than 15 years of experience in business management, but no qualification. After extensive research and a very limited budget, I decided to enroll at UniAthena. UniAthena has been an incredible learning platform and the support from administrative staff all the way to the academic staff has been amazing. I can (and have) recommend(ed) UniAthena to anybody who wants to further their education.

Master in Innovation and Entrepreneurship

The Master in Innovation and Entrepreneurship program imparts essential skills and effective strategies to create and manage innovation businesses.

Course Overview

This course is delivered completely online, through a combination of pre-recorded lectures followed by extensive learning materials along with dedicated Personal Tutor support. The learner gain the flexibility of learning while maintaining access to facetime with the tutors through the synchronous live online sessions.

Why this Course

- **Creating Opportunities**

This course will enable you to understand the significance of innovation in the entrepreneurial journey and help you identify different ways in which innovation can give rise to sustainable and impactful organizations by breaking paradigms and creating opportunities you never imagined. It will teach you to generate ideas, identify opportunity and discern the viability of your new venture.

- **Building Sustainable Business Models**

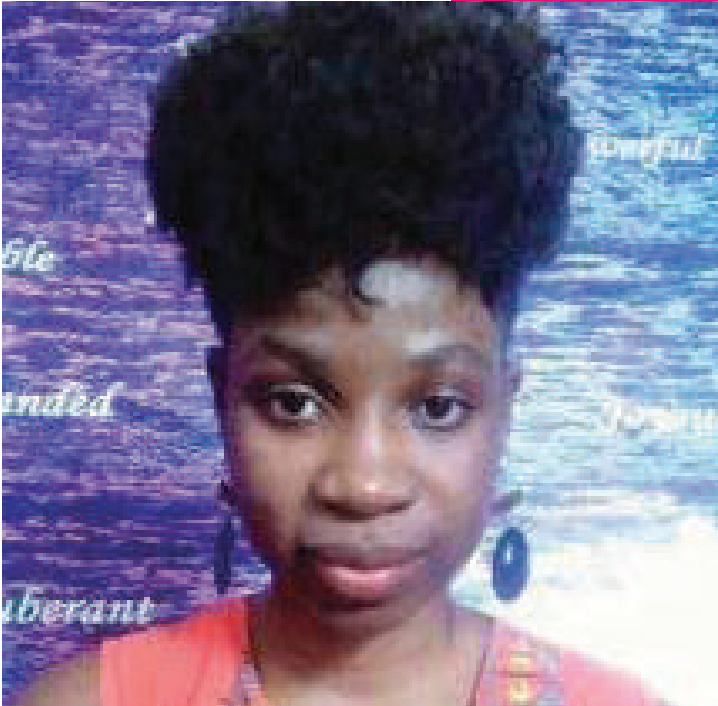
The course prepares learners to understand and develop the mindset and skills of an entrepreneur. That will result in building innovative and sustainable business models that create capital in the economy, become a source of employment and thereby contribute to the upliftment of society.

- **Evaluate Innovation**

Through this course, you learn to apply various frameworks of innovation to effectively implement and evaluate change. Learning how to evaluate innovations based on a proven, research based framework will help improve your chances of success and bring long term benefits to society.

Certifications included in this course

- **Master in Innovation and Entrepreneurship** Awarded by Guglielmo Marconi University, Italy.
- **Postgraduate Diploma Innovation and Entrepreneurship** Awarded by Cambridge International Qualification, UK.
- **Certified Manager Certification** Awarded by Chartered Management Institute, UK. (Optional)



Eudorah Kudiabor

Chief Medical Director, Life Scientists and Global Doctors
Health Institutions, Ghana,
MBA 2020 Batch

**Thank you all for your desire to make sure
I progress with my studies**



So far, what I have experienced in Athena Global Education is impressive, especially regarding people to assist me with my academic challenges. I have been experiencing health anxiety and this Covid-19 era made it really worse. It was impossible for me to even concentrate on my studies. I almost wanted to quit and get rid of my anxiety but seeing the patience and willingness of student engagement officers and course leaders to guide me through my assignments gave me so much relief that I was able to go through my therapy counseling and learn at the same time.

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 learner 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.



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.



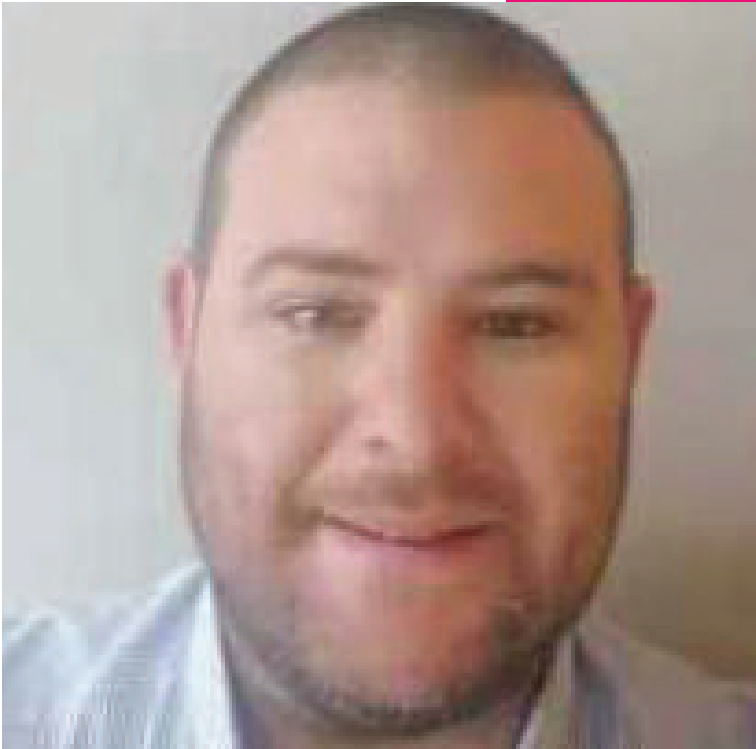
Online Library

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



Collaborative Learning

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



Wayne Steven Bartle

Financial Manager, South Africa

The whole learning experience at Athena Global Education has been an incredible journey for me.



My experience at Athena Global Education has been a remarkable one. UniAthena provides the tools to get a great education. The skills and knowledge I have gained from the IMBA program have most certainly made me a more effective leader. The team at UniAthena has been truly amazing, assisting me at every turn. The whole learning experience at Athena Global Education has been an incredible journey for me. I will definitely recommend UniAthena to anybody who wants to further their education on an online platform.

Guglielmo Marconi University TOP performer in the 2020 International U-Multirank Ranking

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 neighbourhoods. Currently, GMU counts more than 16,000 students enrolled in graduate and postgraduate programs, 300 faculty members and a team of 200 advising experts.

The central administrative offices, the studios, the 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 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 abided to 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 system organized in 3 cycles: Bachelor Degree, Master degree and Doctorates in all different schools.



Course Structure & Modules

Module	Credits(ECTS)
Introduction Innovation & Entrepreneurship	7 ECTS
Human Resource Management and Leadership	7 ECTS
New Venture Development	7 ECTS
Finance for Entrepreneur	7 ECTS
Design Thinking	7 ECTS
Product Development and Marketing	7 ECTS
Capstone Project	18 ECTS
Total	60 ECTS



Jurgen Kaumbuthu Murungi

Business Development Director
Anglophone Africa at De La Rue International Ltd.

I would like to confirm that the IMBA program at Athena Global Education was delivered with great clarity.



I am a business development director and I have worked in different multinationals in various capacities. I would like to confirm that the IMBA program at Athena Global Education was delivered with great clarity. The content is not only challenging, but also stimulating. It is greatly relevant to the business world of today and it offers deep insights into how businesses can overcome sustainability challenges especially at this time of significant disruption. I look forward to more great learnings.

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)
Capstone Project 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)

Eligibility Criteria

- **Bachelor's degree**

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@unia-thena.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.

uniathena

Flexible | Affordable | Accessible

ATHENA >
GLOBAL
EDUCATION

Middle East

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