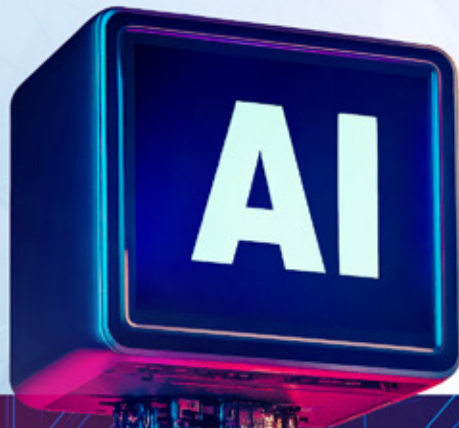


uniathena

MBA



in Artificial
Intelligence
in Business



Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA

CIQ

CAMBRIDGE
INTERNATIONAL
QUALIFICATIONS

CMI

Chartered
Management
Institute

Empowering the Future of Business with AI

Pursue an Italian MBA from the Comfort of Your Home

Shape the future of business with UniAthena's specialized MBA in Artificial Intelligence in Business a fully online, flexible program designed for ambitious professionals ready to drive AI-powered innovation and lead organizations in an era of intelligent technology. Delivered in collaboration with Guglielmo Marconi University (Italy), Cambridge International Qualifications (UK), and the Chartered Management Institute (UK), this MBA equips you with cutting-edge skills and triple certification for maximum career impact.



Message From Academic Director

Westford Education Group, through UniAthena, is committed to offering learners the highest quality international programs from Europe, the US, and other leading countries. We carefully select our partner universities to ensure every program is high-quality, practical, and aligned with industry needs. Our dedicated teaching and support staff focus on one goal: your success—both in the classroom and in your career. With UniAthena, you always have committed support throughout your educational journey.

Our distinguished international faculty combine academic excellence with real-world corporate experience, ensuring you graduate ready to lead and innovate. We warmly welcome you to UniAthena, the new era of affordable, flexible, and accessible learning.

Col (Rtd). Anil Ahluwalia

Academic Director
UniAthena



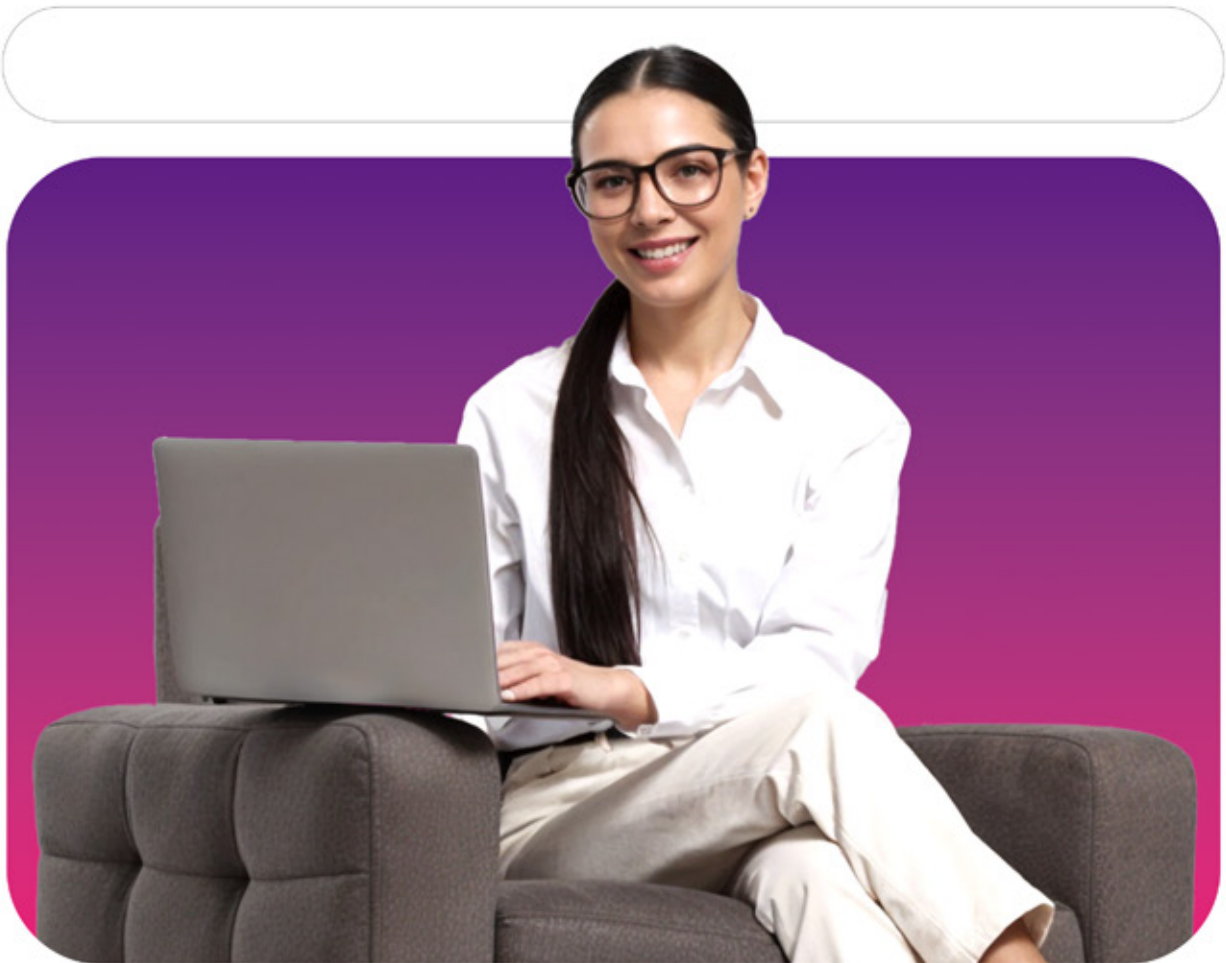
Who We Are

UniAthena is an online higher education provider offering flexible and affordable learning solutions. Our vision is to make quality higher education available to all, empowering people from all walks of life through flexible and cost-effective learning opportunities.

As the latest venture of the Westford Education Group, UniAthena is on a high-growth trajectory in the dynamic ed-tech space, building on over a decade of expertise in higher education. With our reach extending to over 143 countries, we provide globally recognized Master, Doctoral programs, Postgraduate

Certificates, and Free Short Courses, all developed in collaboration with renowned European universities and qualification bodies.

UniAthena's mission is to help learners from diverse backgrounds achieve internationally accredited qualifications and professional growth through accessible, fully online programs. We have a legal presence in the UAE, UK, and India. The entity operates in the UAE as Athena Global Education FZE.



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."



Why Choose UniAthena?



Flexible Learning:

Choose between fixed or flexible schedules and bite-sized online modules—perfect for busy professionals. This allows you to balance your education with personal and work commitments seamlessly.

Affordable Payment Plan:

Pay-per-module and easy installment options (no hefty upfront fees—spread your investment comfortably). This financial flexibility makes advancing your career accessible without straining your budget.



Personal Tutor Support:

Dedicated personal tutors support your academic journey every step of the way. They provide tailored guidance, address your questions promptly, and help keep you motivated throughout the program.

University Accreditation:

Learn with a truly international ecosystem, partnering with prestigious universities and awarding bodies. Your qualifications will be respected globally, opening doors to advanced career opportunities worldwide.



World-Class Faculty:

Be guided by expert instructors and mentors with deep industry insights and rich academic backgrounds in quality management, operations, analytics, and leadership. Their real-world experience ensures you gain practical knowledge that can be applied immediately.

Program Overview

UniAthena's specialised MBA in Artificial Intelligence in Business

is a future-forward Management program developed for senior executives and leaders who go beyond the conventional. The rigorous program, delivered in association with the Guglielmo Marconi University, Italy, meets the rising industry demand for AI-minded leadership. With a comprehensive curriculum blending management essentials with AI Innovations and Business Applications, we prepare Professionals to lead integration efforts with insight, expertise, and ethics. Successful graduates can qualify for influential roles, like AI Consultant, AI Product Manager, and Chief Data Officer.



Program Overview

- This **90 ECTS MBA in Artificial Intelligence in Business** is offered by the **Guglielmo Marconi University, Italy**.
- Guglielmo Marconi University, 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 university**.
- This specialised MBA Program will help professionals build strategic mastery, leadership acumen, financial expertise, and advanced knowledge of innovative AI applications in business.
- Curated by our expert faculty, the course materials and assessments are designed to help learners develop real-life skills that will directly enhance their workplace performance.
- Learners will receive a complimentary one-year membership to the Chartered Management Institute (CMI), UK.
- Additional certifications include the **Post-graduate Diploma in AI in Business from Cambridge International Qualifications** and **Certified Manager from Chartered Management Institute, UK** (Optional).
- Learners can attend the Annual Convocation hosted by GMU in Italy.



Why This Course



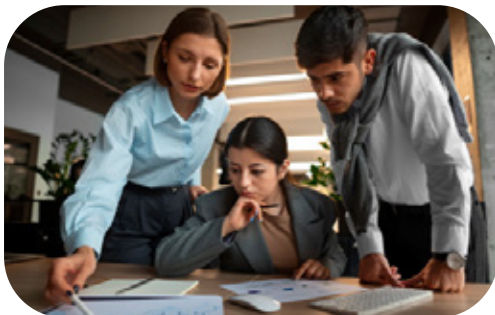
Unlock AI-Powered Excellence:

With more and more industries integrating AI into their operations, the demand for AI expertise will only skyrocket over the years. By acquiring a blend of managerial proficiency and technical flair, you can qualify for exciting new professional opportunities.



Application-Centric Curriculum:

Developed by experts, this specialised MBA program offers practical perspectives on leading teams and driving change, transforming learners into successful professionals with a wealth of expert insights and a deep understanding of the industry.



Learn on Your Terms:

UniAthena offers 100% online delivery with 1:1 Academic Assistance, and an option to pick between Flexible and FastTrack learning plans. With seamless flexibility and financial convenience, our programs help full-time Professionals upskill without a career pause.

Triple Certification:

- **MBA in Artificial Intelligence in Business** issued by Guglielmo Marconi University, Italy.
- **Postgraduate Diploma in AI in Business** issued by Cambridge International Qualifications, UK.
- **Certified Manager** issued by the Chartered Management Institute, UK (Optional).



Tools & Technologies

Python

- Coding,
- Data Analysis
- Automation

SQL

- Database Management
- Queries
- Optimization

Data Analysis & Visualization

- NumPy • Pandas
- Matplotlib
- Seaborn

Machine Learning

- Supervised Learning
- Unsupervised Learning

Potential Career Roles:

- AI Business Strategist
- Digital Transformation Manager
- Business Intelligence Consultant
- AI Product Manager
- Data and Analytics Manager
- Innovation and Technology Manager
- Automation and Process Optimization Specialist
- Strategy Consultant (AI & Analytics Focus)
- Chief AI Officer / AI Program Lead
- Entrepreneur in AI-Driven Ventures



How you Learn

We provide a rich learning environment that fosters collaboration, innovation, and personal growth. Engage with a scientifically developed learning pedagogy that ensures a quality and effective journey for the learners. Enjoy a seamless learning experience tailored to your level of expertise on the subject matter.

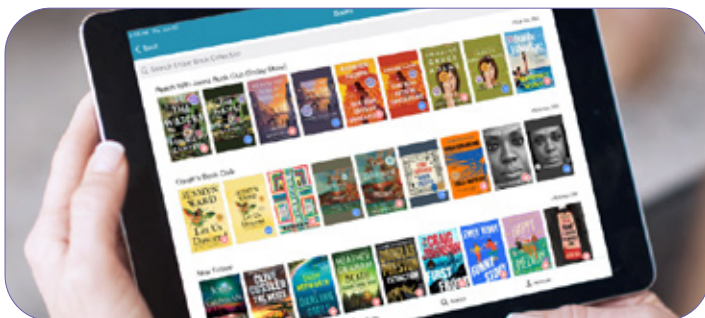
Video Classes

The well-developed 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 guide your assignments.



Online Library

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

Collaborative Learning

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

We offer webinars with industry leaders and career development workshops to help you build your professional network and advance your career.



Program Structure

Modules Overview

Module No	Module Type	Module Name	ECTS Equivalent
Part A			
1	Core	Strategic Leadership & HR Practices in Organisations	10
2	Core	Strategic Project Management and Implementation	10
3	Core	Finance for Business Leaders	10
4	Core	Mid Term Project	10
5	Core	Artificial Intelligence in Business	10
6	Elective	Python	10
		Structured Query Language	
7	Elective	Exploratory Data Analysis & Visualization	10
		Machine Learning Applications	
Part B			
1	Core	Research Methods	8
2	Core	Capstone Project	12
TOTAL			90

Module Description



Strategic Leadership & HR Practices in Organisations

Level: EQF Level 7
Credits: 10 ECTS

This module explores contemporary strategic HRM practices and the evolving approaches to key functions such as recruitment, leadership, performance management, and employee development, highlighting the paradigm shift in HRM.



Strategic Project Management & Implementation

Level: EQF Level 7
Credits: 10 ECTS

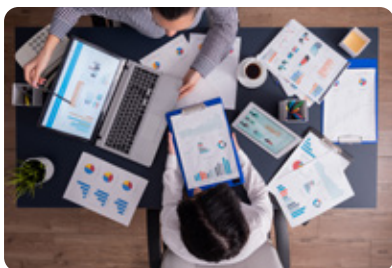
This module equips learners with the knowledge and skills to navigate the entire project lifecycle, from conception to completion. It covers core project management concepts, data management, and key business documentation.



Finance for Business Leaders

Level: EQF Level 7
Credits: 10 ECTS

This module provides a comprehensive understanding of financial statements. Understanding macroeconomic and macro business factors would help understand how global business functions and operates.



Midterm Project

Level: EQF Level 7
Credits: 10 ECTS

This module develops learners' analytical, problem-solving, and decision-making skills through an individual mid-term project that applies business theories to real-world challenges across key functional areas.



Artificial Intelligence in Business

Level: EQF Level 7
Credits: 10 ECTS

The module examines the fundamental principles, design strategies, and ethical implications of artificial intelligence (AI) in modern business, equipping students to understand AI's influence on business, society, and the future.



Python (Elective 1)

Level: EQF Level 7
Credits: 10 ECTS

Learners will acquire skills in writing, debugging, and optimizing Python code, efficient data handling, and developing applications for data analysis, web development, automation, and machine learning.



Structured Query Language (Elective 2)

Level: EQF Level 7
Credits: 10 ECTS

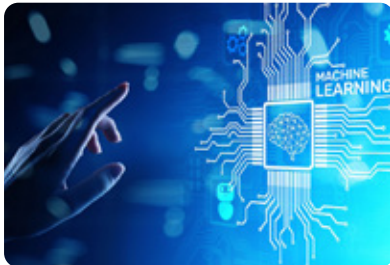
This module equips learners with the expertise to navigate SQL environments with confidence, understand core database concepts, and master essential SQL commands. Students will learn to leverage aggregate functions, various join types, and develop stored procedures to enhance database performance, ultimately gaining proficiency in database optimization.



Exploratory Data Analysis & Visualization (Elective 1)

Level: EQF Level 7
Credits: 10 ECTS

This comprehensive module delves into the foundational aspects of data analysis and visualization using Python, leveraging powerful libraries such as NumPy, Pandas, Matplotlib, and Seaborn.



Machine Learning Applications (Elective 2)

Level: EQF Level 7
Credits: 10 ECTS

In this module, fundamental concepts of machine learning are explored from the basics to advanced techniques. Learners gain a comprehensive understanding of supervised and unsupervised learning paradigms through a structured curriculum.



Research Methods

Level: EQF Level 7
Credits: 8 ECTS

This module emphasizes research ethics, empowering learners to address ethical considerations and enable independent research using quantitative and qualitative techniques.



Capstone Project

Level: EQF Level 7
Credits: 12 ECTS

The Capstone Project will equip learners to create a usable project through which they can integrate, synthesise, and demonstrate all their knowledge in a multi-faceted way to potential employers.

Assessment Method

Each module is evaluated through a blend of formative and summative assessments. These assessments, along with reflective exercises, are designed to align with the intended learning outcomes of each module, encouraging continuous personal, professional and academic development.

The final research element, including the Capstone Project, will be conducted under the guidance of a supervisor appointed by UniAthena. Learners are required to submit a comprehensive Capstone Project report of approximately 12,000 words, demonstrating their ability to apply theoretical knowledge to practical and research-based contexts.

Admissions & Eligibility

Entry Routes

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 the Mature Entry Route will be subject to the discretion of the UniAthena and the respective Awarding Bodies/Universities. Applicants admitted to the program via the Mature Entry Route are required to obtain their Postgraduate Diploma Certificates as a mandatory step.

English 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.



Fees & Payment Plans

Fixed Plan

Registration Fees	\$ 500 (To Start With The Course)
Course Fee	\$ 3800 (To Be Paid on A Monthly Basis, \$380 Per Month, Total 10 Installments)
PGD-CIQ Certification Fee	\$ 300 (On Completion Of Course Modules)
Course Certification Fee	\$ 1000 (To Be Paid Upon Successful Completion Of The Program)
Total Fee	\$ 5600
CMI Certificate Fee	\$ 300 (Optional)

Flexible Plan

Module Fee	\$ 4300 (\$530 per Module for the first 7 Modules, \$590 for the 8th Module)
Capstone Project Fee	\$ 1000 (To Be Paid In 2 Installments Of \$500 Each)
PGD-CIQ Certification Fee	\$ 300 (On Completion Of Course Modules)
Course Certification Fee	\$ 1000 (To Be Paid Upon Successful Completion Of The Program)
Total Fee	\$ 6600
CMI Certification Fee	\$ 300 (Optional)

Testimonial

“



Wenny Gotama Oey

Executive Director
Mevan Asia Pte Ltd.
Singapore

**MBA in General
Management-
FastTrack
Batch 2024**

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“As a mother, wife, and working professional, I never imagined I could balance it all, but UniAthena made it possible.”

Pursuing my MBA with UniAthena has truly been a life-changing journey. As a mother, wife, and working professional, I never imagined I could balance it all, but UniAthena made it possible. The platform is incredibly flexible and affordable, allowing me to learn at my own pace without sacrificing my responsibilities at home or at work. The tutors were not just knowledgeable, but genuinely supportive and responsive, guiding me through every challenge. This experience has empowered me, boosted my confidence, and reminded me that with the right support, dreams are always within reach. Thank you, UniAthena, for walking this journey with me.

International Advantage

Study remotely, Graduate in Italy:

Attend the prestigious GMU convocation in Rome as a UniAthena graduate. Join a diverse, global network and benefit from international recognition of your credentials.



Our Esteemed Academic and Professional Affiliations

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 neighbourhoods. Currently, GMU has more than 16,000 learners 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 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 the 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, 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 the Scottish Credit Qualification Framework (SCQF) through the credit rating agency Scottish Qualifications Authority, which enables the learner 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 needs 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-qual-

ity 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 has 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 their 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.



How to **Apply**



Register for a free 7-day trial on the UniAthena **MBA in Artificial Intelligence in Business**



Submit your online enrollment application.



Begin your MBA once your admission is approved and the first payment is completed.

APPLY NOW

Contact & **Next Steps**

Ready to advance your career in **Artificial Intelligence with UniAthena?**

Begin your journey to **Global Leadership** and **specialized expertise** today.



They chased
their dreams.

**Now it's
your turn.**

uniathena

ATHENA GLOBAL EDUCATION

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