

uniathena



# MBA

## Family Business Management



Awarding Body accredited  
by the Ministry of Education,  
Italy

Globally recognized triple  
certification program

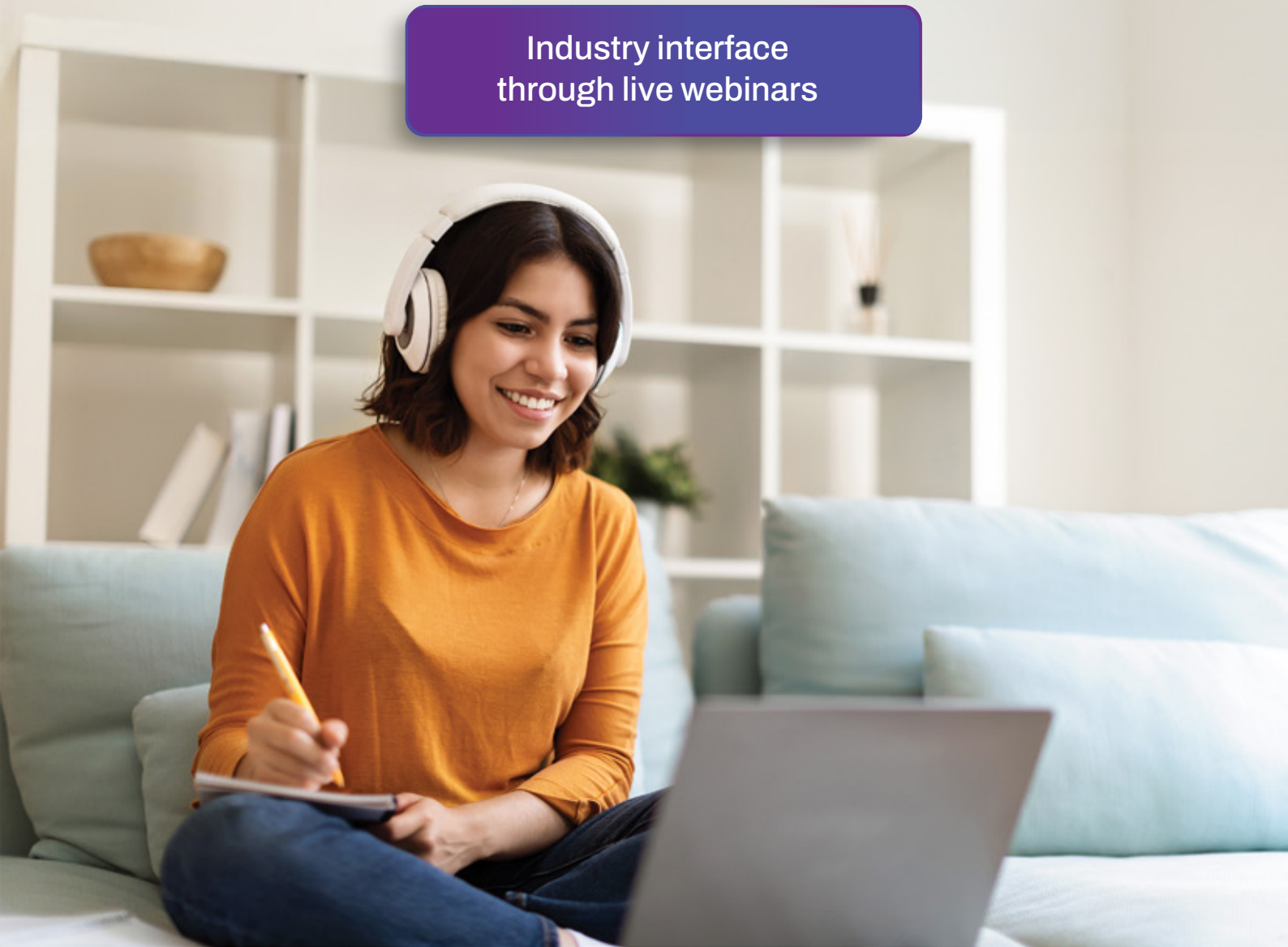
Flexible, fully online  
delivery – learn at your pace

Affordable Pay  
Structure

Personal tutor support  
for every learner

Industry interface  
through live webinars

Industry interface  
through live webinars



# Transforming Family Legacies into Business Leadership

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*Pursue an Italian MBA in Family Business Management from the Comfort of Your Home*

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Transform your family business with UniAthena's specialized MBA in Family Business Management—a fully online, flexible program designed for ambitious professionals eager to master the complexities of family-owned enterprises. In collaboration with Guglielmo Marconi University (GMU) and additional certifications from Cambridge International Qualifications (CIQ) and the Chartered Management Institute (CMI), this MBA offers triple international certification, empowering you with the skills and strategies to foster growth, innovation, and long-term success within your family business.



# Message From **Academic Director**



## **Col (Rtd). Anil Ahluwalia**

Academic Director  
UniAthena

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 digital 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.



## 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.



# About 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.

## 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.

## 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.



## 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.

## Globally Recognized 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.

# Program Overview

UniAthena's specialised MBA - Family Business Management is a practical, future-focused program designed for professionals looking to elevate and expand family-run enterprises. From nurturing innovation to enabling global scale-up, the program blends modern business frameworks with the unique demands of family-owned businesses, making it ideal for current or next-gen leaders.



## Highlights of this course are:

01

This **90 ECTS MBA** equips learners with the strategic, operational, and leadership skills needed to professionalise family businesses, tackle multi-generational challenges, and drive sustainable success.

02

The curriculum covers critical areas like entrepreneurship, digital marketing, new venture development, finance, operations, and strategic management, tailored specifically for the family business context, including succession planning as an essential topic for long-term continuity.

03

Curated by our experienced faculty, the course content focuses on real-world applications and prepares learners to lead change, resolve legacy issues, and drive long-term transformation.

04

Additional certifications include a **Postgraduate Diploma in Family Business Management** from Cambridge International Qualifications, UK, and a **Certified Manager** from Chartered Management Institute, UK (Optional).

05

Learners will complete practical assignments, a mid-term project, and an independent research dissertation that involves real-life insights, preparing them to address upcoming challenges.

06

This program is delivered **100% Online**, allowing learners to pursue higher education while continuing to contribute to their business.

# Why This Course?

## Tailored for Family Enterprises:

Gain insights into succession planning, strategic growth, and innovation within the unique ecosystem of a family-run business.



## Practical & Entrepreneurial:

Explore actionable frameworks in operations, digital marketing, and venture development to implement impact-driven, lasting change.

## Flexible Online Learning:

Learn at your pace with 100% online delivery, personalised academic assistance, and options to fast-track your progress.



# Certifications included in this course

<p><b>MBA - Family Business Management</b> Issued by Guglielmo Marconi University, Italy.</p>	 <p><b>Unimarconi</b> LA PRIMA UNIVERSITÀ DIGITALE ITALIANA</p>
<p><b>Postgraduate Diploma in Family Business Management</b> Issued by Cambridge International Qualifications, UK.</p>	 <p><b>CIQ</b> CAMBRIDGE INTERNATIONAL QUALIFICATIONS</p>
<p><b>Certified Manager</b> Issued by the Chartered Management Institute, UK (Optional).</p>	 <p><b>CMI</b> Chartered Management Institute</p>

# 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

No	Module Name	(Credits) ECTS
<b>Part A</b>		
1	Introduction to Innovation & Entrepreneurship	10 ECTS
2	Strategic Management	10 ECTS
3	Operations and Project Management	10 ECTS
4	Mid Term Project	10 ECTS
5	New Venture Development	10 ECTS
6	Finance for Business Leaders	10 ECTS
7	International Marketing Management (Elective 1)	10 ECTS
	Digital Marketing (Elective 2)	
<b>Part B</b>		
1	Research Methods	8 ECTS
2	Research and Dissertation	12 ECTS
<b>Total Credits</b>		<b>90 ECTS</b>

# Module Description



## Introduction to Innovation & Entrepreneurship

Level: EQF Level 7

Credits: 10 ECTS

This module helps learners to understand what it takes to become an Entrepreneur and develop innovative and high-potential business opportunities, relevant to current and aspiring business professionals and entrepreneurs.

## Strategic Management

Level: EQF Level 7

Credits: 10 ECTS

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



## Operations and Project Management

Level: EQF Level 7

Credits: 10 ECTS

This module offers a comprehensive introduction to the diverse range of operations and project management challenges, techniques, and best practices that managers encounter in modern organizations, equipping you with the skills to effectively tackle complex problems and drive business success

## Mid Term 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.





## New Venture Development

Level: EQF Level 7  
Credits: 10 ECTS

This module helps to learn and scale new business ventures by gaining a deep understanding of the startup ecosystem and acquiring the practical skills necessary for new venture success.

## Finance for Business Leaders

Level: EQF Level 7  
Credits: 10 ECTS

This module builds an understanding of the aspects of financial statement evaluations, considering the impact of economic factors on the business.



## International Marketing Management (Elective 1)

Level: EQF Level 7  
Credits: 10 ECTS

This module helps to develop knowledge and understanding of contemporary theories and their applications in international marketing and management.

## Digital Marketing (Elective 2)

Level: EQF Level 7  
Credits: 10 ECTS

This module guides learners through a comprehensive marketing framework, covering analysis, research, competitor analysis, search engine marketing, Google Analytics, and collaborative strategy development.





## 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.

## Research and Dissertation

Level: EQF Level 7

Credits: 12 ECTS

This module develops students' ability to undertake independent research, exploring complex business issues using appropriate methodologies, and equips them to apply research findings effectively within real-world organisational and managerial settings.



## 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 UniAthena, and the learner is expected to submit an extensive report of 12,000 words.



# Admissions & Eligibility



## Entry Routes



### 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 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](mailto:admissions@uniathena.com). Applicants should be 23 years of age or above. Admission through Mature Entry Route will be subject to the discretion of 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.

# Fee & 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)
<b>Total Fee</b>	<b>\$5600</b>
CMI Certificate Fee	\$300 (Optional)

## Flexible Plan

Module Fee	\$4300 (\$530 per Module for the first 7 Modules, \$590 for the 8th Module)
Dissertation 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)
<b>Total Fee</b>	<b>\$6600</b>
CMI Certificate Fee	\$300 (Optional)

# Testimonial



“

“The program provided me with new valuable insights into leadership, strategy, finance and global business practices.”

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**Christer Liberg**  
Commercial Director Norway  
Priority1 Logistic



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



I recently completed my Fast Track MBA in General Management with UniAthena, and the experience has been truly great. The program provided me with new valuable insights into leadership, strategy, finance and global business practices, which I have already applied in my professional career.

Balancing studies with a busy life was challenging, but the flexible learning model made it possible to study besides a full time job, while still earning an internationally recognized degree.

This MBA has greatly improved my self-efficacy and has also offered me new possibilities to expand my professional network. Anyone wishing to grow their career and widen their horizons would greatly benefit from this program.

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International Advantage

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# Study **Remote**, **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.



# Guglielmo Marconi University, Italy



**Unimarconi**  
LA PRIMA UNIVERSITÀ  
DIGITALE ITALIANA

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-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 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 - Family Business Management page.
- › Submit your online enrollment application.
- › Begin your MBA once your admission is approved and the first payment is completed.

## Contact & Next Steps

- › Ready to advance your career in Family Business Management with UniAthena?
- › Begin your journey toward global leadership and specialized expertise today!

[Apply Now](#)



"Be the next to wear  
the cap and gown."

uniathena

Flexible | Affordable | Accessible

#### MIDDLE EAST

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