

uniathena



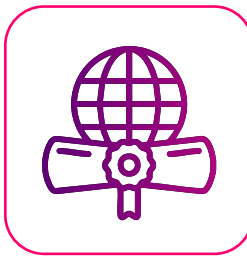
# MBA

in Business  
Intelligence and  
Data Analytics





**Awarding Body  
accredited by  
the Ministry of  
Education, Italy**



**Globally  
recognized triple  
certification  
program**



**Flexible,  
fully online  
delivery – learn  
at your pace**



**Affordable  
Payment  
Structure**



**Personal tutor  
support for  
every learner**



**Industry  
interface through  
live webinars**



# Turn Data Into Strategy and Drive Intelligent Business Growth.

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## Pursue an Italian MBA from the Comfort of Your Home

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Empower your career with UniAthena's **MBA in Business Intelligence and Data Analytics**—a fully online, flexible program designed for professionals seeking to master data-driven decision-making and strategic business insights.

In today's digital economy, business leaders who can interpret, predict, and act on data insights are redefining success. This program enables you to become one of them. You'll be equipped with advanced analytical, managerial, and technical expertise to transform complex data into a strategic advantage.

Delivered in collaboration with **Guglielmo Marconi University (Italy)** and complemented by additional certifications from **Cambridge International Qualifications (UK)** and the **Chartered Management Institute (UK)**, this MBA offers **triple certification**, enhancing your global career prospects and leadership potential.



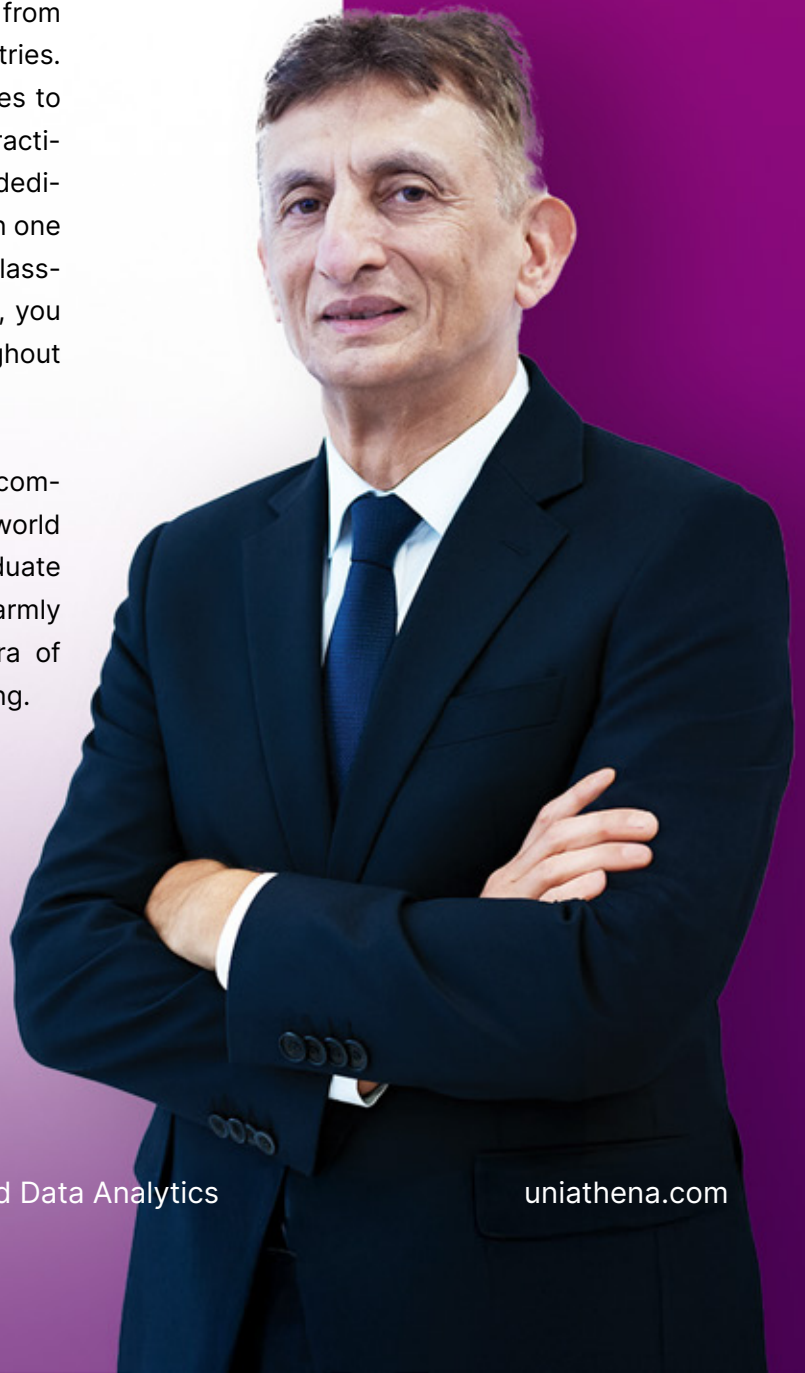


## Message from **Col (Rtd). Anil Ahluwalia**

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.

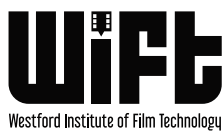
UniAthena's mission is to help learners from diverse backgrounds achieve internationally accredited qualifications and professional growth through accessible, fully online programs. We have a legal presence in the UAE, UK, and India. The entity operates in the UAE as Athena Global Education FZE.

# 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.

## 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.



## 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 dual specialised MBA in Business Intelligence and Data Analytics is meticulously curated for the data-driven leader on the rise. Featuring flexible delivery and academic assistance, this rigorous MBA program is an opportunity for full-time professionals to elevate their managerial acumen and data literacy skills without a career break. The comprehensive curriculum, developed by industry experts, allows learners to develop their personal brand of leadership, change, and innovation, powered by data-powered insights. Successful graduates can qualify for impactful roles such as BI Analyst, Analytics Consultant, BI Manager, and Chief Data Officer.

Business  
Intelligence and  
Data Analytics



# Program Overview



- This **90 ECTS** MBA program is offered in partnership with **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 busy professionals unlock application-centric perspectives on leading teams and projects with data-powered strategies, enabling them to stand out from the competition.
- **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 **Postgraduate Diploma in Business Intelligence & Data Analytics** from Cambridge International Qualifications, UK and **Certified Business Analytics Professional** from Chartered Management Institute, UK (optional).
- Learners can **attend the Annual Convocation** hosted by **GMU in Italy**.

# Why This Course



## Be In-Demand:

The U.S. Bureau of Labor Statistics projects an 11% growth rate for these roles from 2020 to 2030, much faster than the average for all occupations. With an MBA in BI and Data Analytics, professionals will be able to position themselves as all-rounded Data Experts.

## Be Competitive:

In a world of exponential data growth, an MBA in Business Intelligence & Data Analytics equips professionals with the competitive edge needed to stand out and shine. Learners will develop the expertise required to unveil critical insights, identify opportunities and develop data-powered business solutions.



## Tailored Learning:

With special emphasis on flexible, affordable, and accessible learning, the MBA in Business Intelligence and Data Analytics is ideal for professionals on the go. The 100% online delivery, academic assistance, and convenient learning plans offer students the opportunity to grow on their terms.



# Triple Certification:

- **MBA in Business Intelligence and Data Analytics** issued by Guglielmo Marconi University, Italy.
- **Postgraduate Diploma in Business Intelligence & Data Analytics** issued by Cambridge International Qualifications, UK.
- **Certified Business Analytics Professional** issued by the Chartered Management Institute, UK (Optional).



# Potential Career Roles:



**Business Intelligence Analyst**



**Data Analyst**



**Data Scientist**



**Analytics Consultant**



**Business Strategy Manager**



# 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
<b>Part A</b>			
1	Core	Strategic Leadership & HR Practices in organisations	10
2	Core	Strategic Project Management & Implementation	10
3	Core	Finance for Business Leaders	10
4	Core	Mid Term Project	10
5	Core	Introduction to Analytics for Business	10
6	Core	Application of Business Analytics	10
7	Core	Business Intelligence & Applications	10
<b>Part B</b>			
1	Core	Research Methods	8
2	Core	Capstone Project	12
<b>Total Credits</b>			<b>90</b>

# Module Description



## Strategic Leadership & HR Practices in Organizations

Level: EQF Level 7  
Credits: 10 ECTS

This module will equip learners with knowledge, skill, and competencies to manage human resources in organisation.



## 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. Learners will understand core project management concepts, data management, and key business documents.



## Finance for Business Leaders

Level: EQF Level 7  
Credits: 10 ECTS

This module is designed to inform and help learners to gain adequate awareness of the various aspects of financial statements.



## 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.



## Introduction to Analytics for Business

Level: EQF Level 7  
Credits: 10 ECTS

The module facilitates a better understanding of primary and secondary data affecting operational efficiency and various thought models to improve business decisions.



## Application of Business Analytics

Level: EQF Level 7  
Credits: 10 ECTS

This module explores the strategic interplay between analytics, business, social media, and information technology, empowering learners to leverage these components for a competitive edge in their organizations



## Business Intelligence & Applications

Level: EQF Level 7  
Credits: 10 ECTS

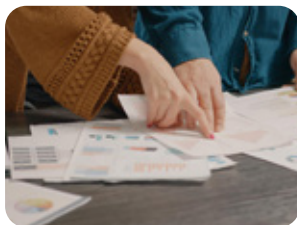
The purpose of this module is to provide insight into the basics of business intelligence, the BI maturity model, and business drivers.



## 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](mailto: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	<b>\$500</b> (To Start With The Course)
Course Fee	<b>\$3800</b> (To Be Paid On A Monthly Basis, \$380 Per Month, Total 10 Installments)
PGD-CIQ Certification Fee	<b>\$300</b> (On Completion Of Course Modules)
Course Certification Fee	<b>\$1000</b> (To Be Paid Upon Successful Completion Of The Program)
<b>Total Fee</b>	<b>\$5600</b>
CMI Certificate Fee	<b>\$300</b> (Optional)

## Flexible Plan

Module Fee	<b>\$4000</b> (500 per Module, Total 8 Modules)
Capstone Project Fee	<b>\$1000</b> (To Be Paid In 2 Installments Of \$500 Each)
PGD-CIQ Certification Fee	<b>\$300</b> (On Completion Of Course Modules)
Course Certification Fee	<b>\$1000</b> (To Be Paid Upon Successful Completion Of The Program)
<b>Total Fee</b>	<b>\$6300</b>
CMI Certificate Fee	<b>\$300</b> (Optional)

# Graduate Testimonials & Experiences



“The flexible online learning format allowed me to balance my professional commitments while accessing world-class education.”

## Yevayi Kusangaya

Brand Manager  
Zimbabwe

Coming from Zimbabwe, where analytics is not yet fully integrated into university curriculum, pursuing an MBA in Business Intelligence and Data Analytics with UniAthena was a game-changer for me. The program equipped me with cutting-edge knowledge and tools to thrive in a world where data-driven decision-making is the new standard across all fields.

The flexible online learning format allowed me to balance my professional commitments while accessing world-class education. The practical focus of the coursework and the exceptional support from the faculty helped me bridge the gap between theory and application, allowing me to bring global best practices to a local context.

This MBA has not only sharpened my analytical and strategic abilities but also positioned me to contribute meaningfully to the growing field of data analytics in Zimbabwe. I highly recommend this program to anyone looking to future-proof their career.

**MBA in Business Intelligence and Data Analytics | Batch 2023**

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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.



# 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-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

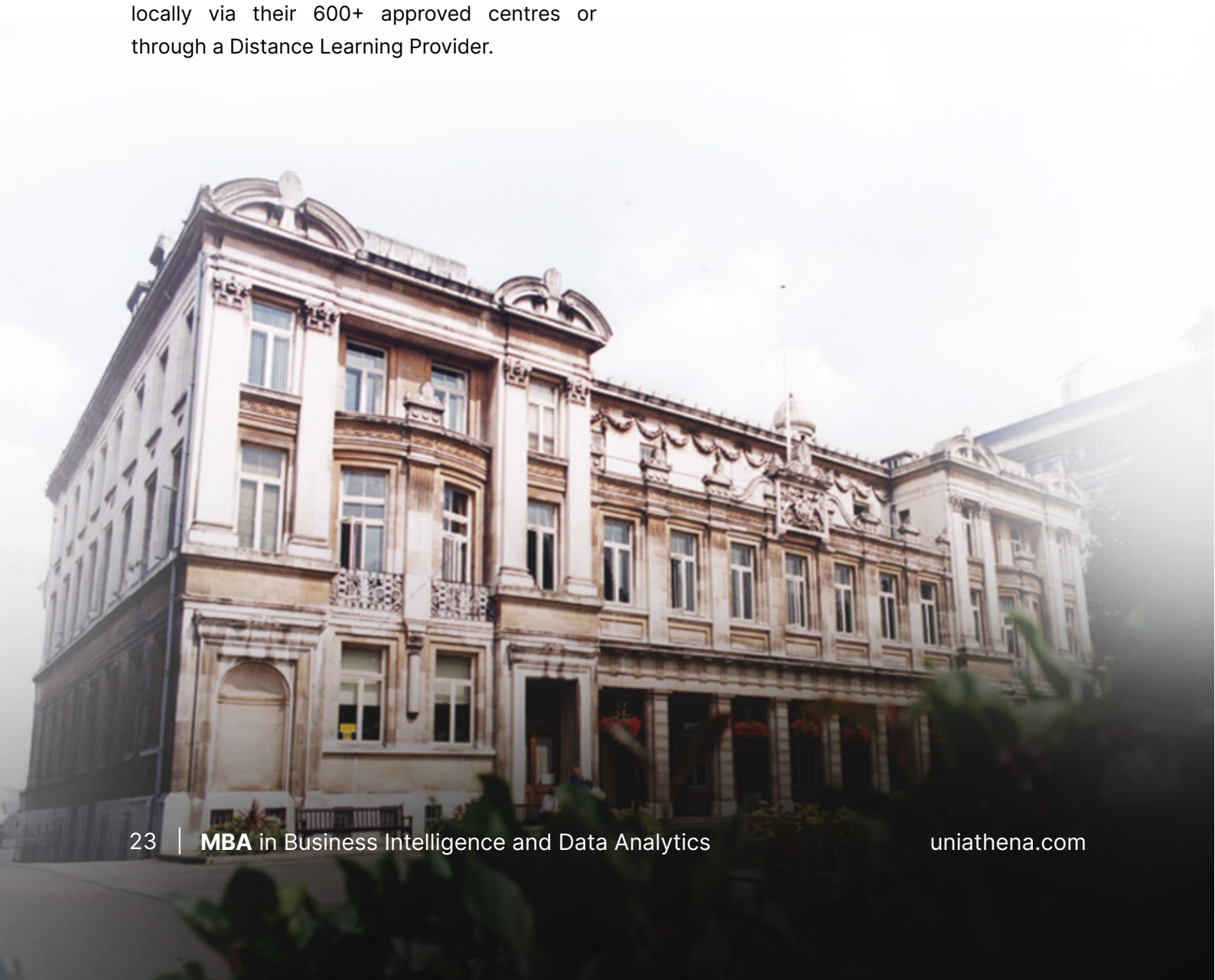


Chartered Management Institute, backed by Royal Charter, is the only Chartered body dedicated to promoting the highest standards in management and leadership excellence. CMI's management qualifications are recognized throughout the UK and Europe and provide a progressive framework that enables one to 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

STEP 01

**Register** for a free 7-day trial on the UniAthena **MBA in Business Intelligence and Data Analytics** page.

STEP 02

**Submit** your online enrollment application.

STEP 03

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



# Contact & Next Steps

Ready to advance your career in **Business Intelligence and Data Analytics** with UniAthena?

Begin your journey toward **data-driven leadership** and **analytical excellence** today.

 **Apply Now**

# uniathena

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