

uniathena



# MBA

in **Generative AI**  
[Artificial Intelligence]



**Unimarconi**  
LA PRIMA UNIVERSITÀ  
DIGITALE ITALIANA



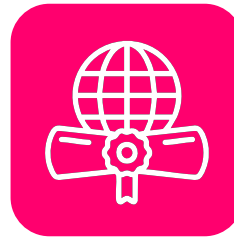
CAMBRIDGE  
INTERNATIONAL  
QUALIFICATIONS



Chartered  
Management  
Institute



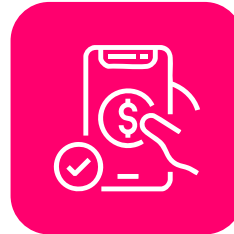
Awarding Body  
accredited by  
the Ministry of  
Education, Italy



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



# Advancing Your Strategic Impact in the Era of Intelligent Innovation

## Pursue an Italian MBA in Generative AI (Artificial Intelligence) from the Comfort of Your Home

Advance your career with UniAthena's **MBA in Generative AI (Artificial Intelligence)**—a flexible, fully online program designed to equip professionals with cutting-edge managerial, strategic, and leadership skills in the rapidly evolving world of AI and intelligent technologies.

Delivered in partnership with **Guglielmo Marconi University (Italy)** and complemented by certifications from **Cambridge International Qualifications (UK)** and **Chartered Management Institute (UK)**, this triple-certified MBA empowers you with the expertise to lead AI-driven transformation, innovate at scale, and create sustainable competitive advantage in the global digital economy.

Designed for forward-thinking professionals, the program blends advanced knowledge in generative AI, machine learning applications, data-driven strategy, ethical AI governance, and business leadership—preparing you to navigate disruption, drive intelligent automation, and shape the future of enterprise in an AI-powered world.



# 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 towards 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.

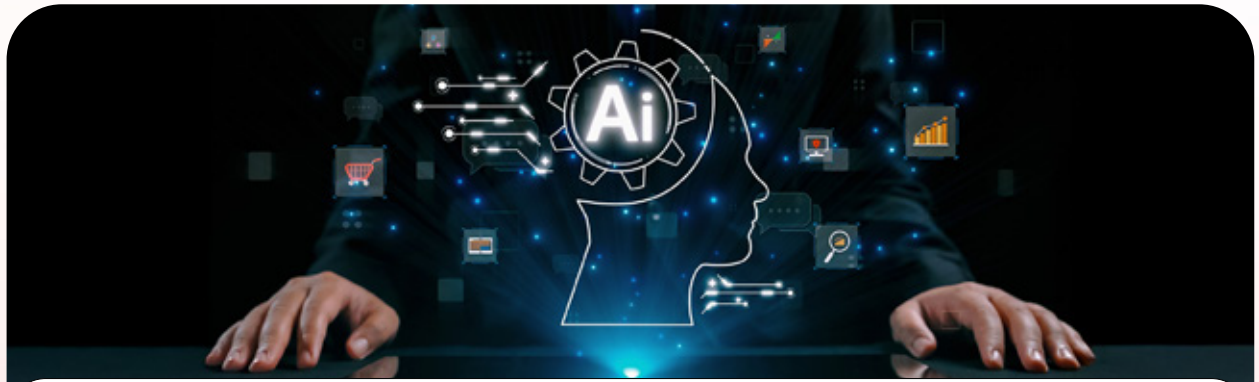


## World-Class Faculty:

Be guided by expert instructors and mentors with strong academic foundations and real-world industry experience across artificial intelligence, machine learning, data science, digital transformation, and technology strategy. Their industry-driven exposure ensures you gain practical, application-ready knowledge in generative AI applications, AI model deployment, intelligent automation, data governance, ethical AI frameworks, innovation management, and strategic decision-making in AI-powered business environments.

# Program Overview

UniAthena's MBA in Generative AI (Artificial Intelligence) is crafted for forward-thinking professionals who want to lead at the intersection of business strategy, artificial intelligence, and innovation. As Generative AI reshapes how organisations create value across decision-making, automation, customer engagement, and product design, this MBA prepares leaders to move beyond experimentation and drive enterprise-wide impact.



- Learners develop a strong grounding in general management, business intelligence, and digital innovation before progressing into specialised domains such as transformer architectures, large language models, AI agents, and generative AI strategy.
- This **90 ECTS** MBA program is offered in partnership with Guglielmo Marconi University, Italy.
- Guglielmo Marconi University, Italy is accredited by the Ministry of Education, Italy, and is a member of the Bologna Process in the European Higher Education Area (EHEA). It is also a NARIC-approved university.
- Triple certification: **MBA in Generative AI (Artificial Intelligence)** from GMU, an **Advanced Diploma in Generative AI** from CIQ, and an optional **Certified Business Analytics Professional** from CMI, UK.
- The curriculum is designed to translate cutting-edge AI capabilities into real business outcomes.
- Through applied projects, industry case studies, and hands-on labs, learners explore Generative AI in action. They will examine how it can be deployed responsibly to optimise operations, personalise customer experiences, accelerate innovation, and support executive decision-making. These applications extend across sectors including technology, finance, healthcare, retail, manufacturing, and consulting.
- Option to attend the annual convocation conducted by the University in Italy.

# Why This Course



## Business Leadership Meets Generative Intelligence:

This MBA goes beyond technical AI exposure, focusing on how leaders evaluate, govern, and scale generative AI initiatives to deliver measurable business value.

## Built for Real-World Impact:

Learners engage with enterprise-grade use cases ranging from AI-powered marketing and operations to autonomous agents and decision-support systems, bridging strategy and execution.



## Future-Proof Your Career:

With strong emphasis on ethics, governance, and AI strategy, the program prepares professionals to lead responsibly in an era of rapid technological disruption.

# Triple Certification

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



# Potential Career Roles

- Generative AI Strategy Manager
- AI Transformation Leader
- Chief AI Officer (CAIO)
- AI Product Manager
- Business Intelligence & AI Analytics Director
- AI Innovation Consultant
- AI Governance & Ethics Lead
- Enterprise Automation Strategist
- Digital Strategy & AI Integration Manager
- AI Solutions Architect

Generative AI



# 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	General Management	10
2	Core	Business Intelligence & Applications	10
3	Core	Digital Innovation & Business Transformation	10
4	Core	Mid Term Project	10
5	Core	Artificial Intelligence in Business	10
6	Core	Transformers & Generative Models	10
7	Core	Generative AI Strategy in Business	10
<b>Part B</b>			
1	Core	Research Methods	8
2	Core	Capstone Project	12
<b>Total Credits</b>			<b>90</b>

# Module Description



## General Management

Level: EQF Level 7  
Credits: 10 ECTS

This module explores vital general management concepts, including theories, stakeholder and change management, offering practical insights for real-world implementation.



## 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.



## Digital Innovation & Business Transformation

Level: EQF Level 7  
Credits: 10 ECTS

The module explores the vast landscape of digital innovation and business transformation covering fundamental aspects such as the concept, historical evolution, current state, and critical significance of digital transformation.



## 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.



## Transformers & Generative Models

Level: EQF Level 7  
Credits: 10 ECTS

This module introduces transformer architectures and modern generative AI, focusing on how pretrained and fine-tuned models are used in business. It covers prompt engineering, practical deployment with accessible tools, specialised models (e.g., BERT, GPT, ViT), AI agents for workflow automation, and ethical, regulatory, and operational considerations for responsible use.



## Generative AI Strategy in Business

Level: EQF Level 7  
Credits: 10 ECTS

This module builds a strategic understanding of how generative AI transforms business models, operations, and customer experiences. It explores real-world use cases, evaluates tools and low-code/no-code platforms, and focuses on implementation, ROI, scaling, and organisational constraints, with integrated ethical and governance considerations.



## 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



## 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)
Advanced Diploma 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>\$1200</b> (To be paid in 2 Installments of \$600 each)
Advanced Diploma 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>\$6500</b>
CMI Certificate Fee	<b>\$300</b> (Optional)

# Graduate Testimonials & Experiences

## TESTIMONIAL



**"The platform is well-designed, highly versatile, and ideal for professionals seeking to advance their skills while working"**

**Waseem Yafi**

Marketing & Communications Manager  
Saudi Arabia

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My journey of pursuing a Master's in Data Science with UniAthena was smooth and deeply rewarding. The platform is well-designed, highly versatile, and ideal for professionals seeking to advance their skills while working. I especially appreciated the content and the prompt support from the UniAthena team. I would like to extend my heartfelt thanks to my tutor, Shanthi Iyer, whose guidance and valuable input kept me on track and motivated throughout the program. Reaching this milestone makes me proud, and I'm thankful for the valuable lessons.

**Master in Data Sciences | Batch 2024**

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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 Generative AI (Artificial Intelligence)** 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 with an **MBA in Generative AI (Artificial Intelligence)** from UniAthena?

Begin your journey toward **global leadership** and **managerial excellence** today.

 **Apply Now**

## uniathena

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