

uniathena



# Master in Data Sciences



**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  
Pay Structure**



**Personal tutor  
support for every  
learner**



**Industry interface  
through live  
webinars**





# Advancing Your Strategic Impact in a Data-Driven World

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*Pursue an Italian Master in Data Sciences from the Comfort of Your Home*

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Advance your career with UniAthena's **Master in Data Sciences** a flexible, fully online program designed to equip learners with essential analytical, technical, and strategic skills needed to thrive in today's data-centric environment.

Delivered in collaboration with **Guglielmo Marconi University (Italy)** and complemented by certifications from **Cambridge International Qualifications (UK)** and the **Chartered Management Institute (UK)**, this triple-certified master's program empowers you to navigate complex datasets, build intelligent solutions, and drive innovation across industries using data-driven insights.

# 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 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.

**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.

# 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."

The grid contains the following logos:

- Westford Education Group logo
- Great Place To Work Certified logo
- Awards and certificates icon
- Westford University College
- CIQ Cambridge International Qualifications
- QUB Quality Improvement Board
- Westford Sports logo
- Schneide logo (Creative | Effective | Reliable)
- EC Exeed College logo
- Eaton Business School (EBS) logo
- Taito logo (Explore | Engage | Excel)
- Exeed ECX logo (Your Global Varsity)
- Anna Nursery & Primary School logo
- WIFT Westford Institute of Film Technology logo
- Airtics Education logo
- CPD Certified logo (The CPD Certification Service)
- FEDE logo (Federation for Education in Europe / Federation Européenne Des Ecoles)
- GEX Business School France logo (GEX Ecole de Management - France)





# 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 strong academic backgrounds in data science, machine learning, artificial intelligence, big data analytics, and computational modeling. Their real-world expertise ensures you gain practical, industry-relevant skills that can be applied immediately in data-driven roles.



## 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

Transform data into powerful decisions with this advanced, forward-thinking, postgraduate program built for professionals and graduates looking to lead in the age of information. From exploratory analysis to machine learning and data-driven business strategy, this program equips you with a full-stack skill set to thrive in the digital economy.



## Highlights of this course are:

- 01** This **90 ECTS** Master program is offered in partnership with Guglielmo Marconi University, Italy.
- 02** **Triple Certification program:** Learners can earn the Master in Data Sciences from GMU, Italy, a Postgraduate Diploma in Data Sciences from CIQ, UK, and a Certified Business Analytics Professional (Optional), CMI, UK.
- 03** Guglielmo Marconi University, is accredited by the Italian **Ministry of Education**, a member of the **Bologna Process** under **EHEA**, and recognized by **NARIC**.
- 04** The curriculum blends theory and applied learning through recorded lab sessions, real-life case studies, and capstone projects.
- 05** Learners master key tools such as Python (with Pandas, NumPy, and Matplotlib), SQL, Excel, and Power BI, gaining the confidence to analyze, visualize, and act on complex data.
- 06** Whether you're aiming to become a Data Analyst, BI Developer, ML Engineer, or Data Consultant, the MDS program prepares you to deliver actionable insights and lead transformation across industries.
- 07** Learners can attend the Annual Convocation hosted by GMU in Italy.

# Why This Course?

## Global Recognition and Flexibility

Earn a triple-certification Master degree fully online, designed for professionals looking to advance their legal expertise without compromising their work-life balance.



## Comprehensive Data Lifecycle Training

Gain skills across the entire data spectrum from collection, modeling, and automation to analysis and strategic application.

## Real-World Experience

Apply your knowledge through mid-term and capstone projects that solve real-world problems using Python, SQL, and Data Visualization tools.



# Certifications included in this course

## Master in Data Sciences

Issued by Guglielmo Marconi  
University, Italy.



## Postgraduate Diploma in Data Sciences

Issued by Cambridge International  
Qualifications, UK.



## Certified Business Analytics Professional

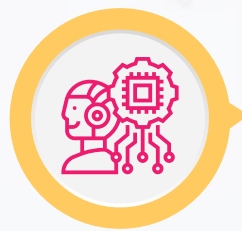
Issued by the Chartered Management  
Institute, UK (Optional).



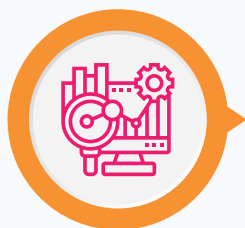
# Potential Career Roles



**Data Scientist**



**Machine Learning Engineer**



**Data Analyst**



**Business Intelligence Analyst**



**Big Data Engineer**



**AI Specialist**



**Data Engineer**



**Predictive Analytics Specialist**



**Quantitative Analyst**



**Data Architect**



**Research Analyst**



**NLP/Computer Vision Engineer**

# 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 Type	Module Name	ECTS Equivalent
<b>Part A</b>			
1	Core	Introduction to Data Analytics	10 ECTS
2	Core	Application of Data Analytics	10 ECTS
3	Core	Business Intelligence & Applications	10 ECTS
4	Core	Mid Term Project	10 ECTS
5	Elective	Python	10 ECTS
		Structured Query Language	
6	Core	Exploratory Data Analysis & Visualization	10 ECTS
5	Elective	Machine Learning Applications	10 ECTS
		Blockchain Essentials	
<b>Part B</b>			
1	Core	Research Methods	8 ECTS
2	Core	Capstone Project	12 ECTS
<b>Total Credits</b>			<b>90 ECTS</b>

# Module Description



## Introduction to Data Analytics

Level: EQF Level 7

Credits: 10 ECTS

This module introduces various types of data and their sources widely used for decision-making in the organization.

## Application of Data Analytics

Level: EQF Level 7

Credits: 10 ECTS

The objective of this module is to make learners understand the application of data analytics in business.



## 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.

## 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.





## 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

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 1)

Level: EQF Level 7

Credits: 10 ECTS

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





## Blockchain Essentials (Elective 2)

Level: EQF Level 7

Credits: 10 ECTS

The aim of this module is to provide a high-level understanding of Blockchain Technology and the different use cases of Blockchain such as Defi, CBDC, SSI and NFT.

## 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

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.



### 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.

# Fee & Payment Plans

## Fixed Plan

### Registration Fees

**\$500** (To Start with the Course)

### Course Fee

**\$4150** (To Be Paid On A Monthly Basis,  
\$415 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

**\$5950**

### CMI Certificate Fee

**\$300** (Optional)

## Flexible Plan

### Module Fee

**\$4400** (550 Per Module, Total 8 Modules)

### Capstone Project Fee

**\$900** (To Be Paid In 2 Installments Of \$450 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 Certificate Fee

**\$300** (Optional)



# Testimonial



“For me specifically, as a corporate professional, I am really pleased with the programme's learning methodology and the way the modules are structured to fit into my busy schedule.”

## Luyolo Phuthuma

R&D, Assistant Manager and Digital Transformation, Unilever  
United Arab Emirates



**Master in Data Sciences**  
**Batch 2021**



This Master Degree with UniAthena, in addition to my regular work routine, has enhanced the data and digital aspects of my professional experience by allowing me to network within and outside of Unilever. This would have been difficult considering the varying circumstances. UniAthena offers an unparalleled level of flexibility in its mode of education, specifically catering to a wide range of learners. For me specifically, as a corporate professional, I am really pleased with the programme's learning method and the way the modules are structured to fit into my busy schedule. Another aspect that has benefited me well during my study period is the fact that the course itself is highly updated. The programme is closely aligned with my work in the digital space, thereby giving a substantial boost to my data and digital competence.

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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.



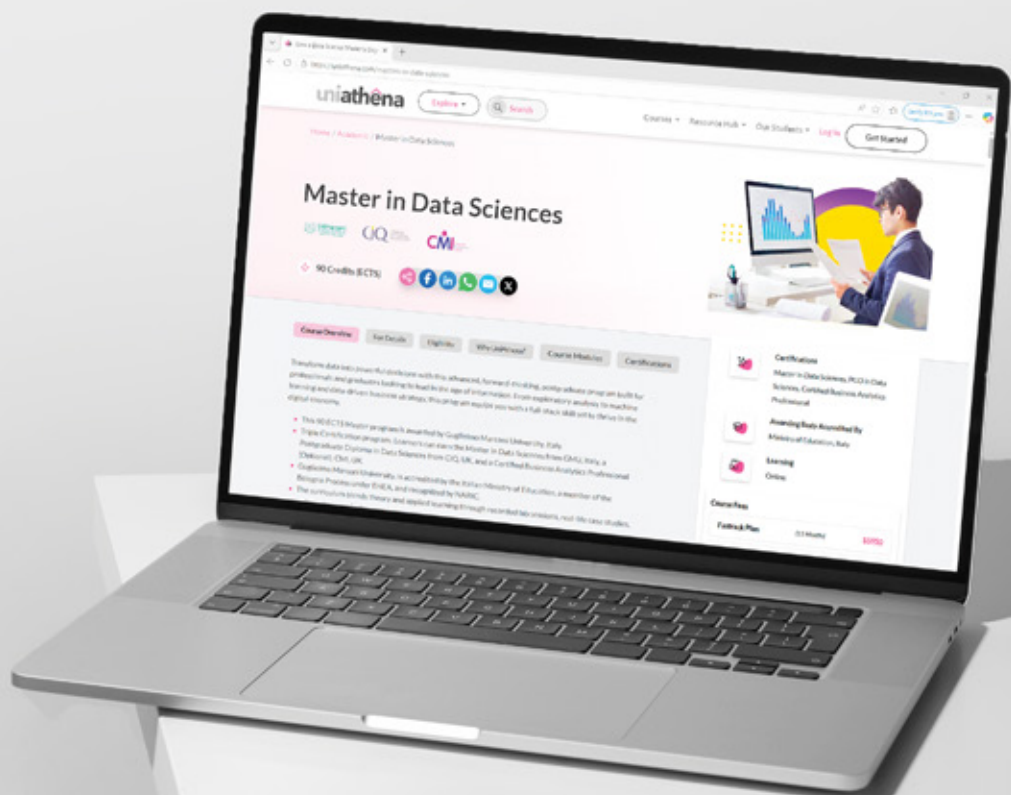
## How to Apply

- φ Register for a free 7-day trial on the UniAthena [Master in Data Sciences](#) page.
- φ Submit your online enrollment application.
- φ Begin your Master program once your admission is approved and the first payment is completed.

## Contact & Next Steps

- φ Ready to advance your career with a Master in Data Sciences from UniAthena?
- φ Begin your journey toward becoming a data-driven leader and analytics expert today.

## Apply Now





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

**uniathena**

Flexible | Affordable | Accessible

**MIDDLE EAST**

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