

uniathena



# Master in Innovation and Entrepreneurship



**Unimarconi**  
LA PRIMA UNIVERSITÀ  
DIGITALE ITALIANA



CAMBRIDGE  
INTERNATIONAL  
QUALIFICATIONS



Chartered  
Management  
Institute



**Message From**  
**Col (Rtd). Anil Ahluwalia**  
Academic Director  
UniAthena

Westford Education Group through UniAthena is dedicated to offering our learners the highest quality international programs from Europe, the US and other leading countries. We carefully select our partner universities to ensure that each program is fully accredited, internationally recognized, and industry appropriate. Our teaching staff, learner support staff, and partner staff are focused on one thing: your success, Success in the classroom and success in your career. And whether you take one of our programs from any of our partner universities you will always have Westford right at your side, helping you along each step of your path to success.

UniAthena has distinguished international faculties educated in renowned universities. Our professors and trainers are excellent in both research and teaching, and they are committed to providing learners with a top-rate education. Many of them also have significant corporate experience and serve on corporate management boards. Our reports indicate that our graduates have the functional and industry knowledge they expect from executive education. Our learners possess the ability to get things done as effective leaders and as strong team players, not only that they also have the talent to identify and build opportunities. Wishing you an enriching and enjoyable learning experience and success.

We warmly welcome you to UniAthena, the new era of education which is affordable, flexible and accessible.

## WHO WE ARE

UniAthena is an Online Learning Platform dedicated to making Higher Education accessible and affordable to Professionals across the globe. We offer self-paced Master, Doctorate, and Microcredit programs in collaboration with European Universities and reputed Professional Qualifications Authorities.

uniathena



UniAthena is the latest venture of Westford Education Group, a Higher Education Services provider since 2009 providing quality UK, Italian, and Spanish Bachelor, Master and Doctoral level degrees. We have helped millions of learners from around the world achieve their higher education aspirations and through that, their professional goals.



### MISSION

To provide access to affordable quality higher education for masses across the globe, we will ensure to develop an up-to-date curriculum and deploy the latest technology to develop relevant learning models which are scalable, ensuring accessibility and affordability as the key focus of everything we develop.



### VISION

Our vision is to empower people, the privileged and underprivileged, by providing access to higher education that is effective, affordable and flexible without any boundaries.



### VALUES

In upholding our vision, we ensure that the following core values are embedded in the development of the UniAthena Learning Platform and the courses and programs it supports:

➤ Accessible ➤ Accredited ➤ Flexible ➤ Affordable ➤ Stackable

## Why UniAthena?

We strive to ensure that learning is seamless and blends with learners' lives.

### Learning Schedules

Programs are offered with either Fixed Learning Duration or Flexible Learning Duration. The 100% Online Delivery & Byte-Sized Content simplified learning on the go.



### Pay per Module/Easy Installments

With UniAthena as your learning partner, you follow a 'Pay as you Go Scheme' for your program, that means no upfront bulk payment of your fee. Instead your fee will be divided into small pocket friendly installments distributed across your program.

### Personal Tutor Support

In this online program, learners are not on their own. Upon enrolment, every learner gets assigned a Personal Tutor who they can reach out to for any academic support.



### Accredited and Internationally Recognised Programs

Our programs are developed and delivered in partnership with globally recognized and accredited universities and Reputed Professional Qualification Authorities.

## 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."



## Course Overview

UniAthena's Master in Innovation & Entrepreneurship is a rigorous academic program that arms learners with the foundational knowledge and relevant skills needed to transform innovative ideas into a profitable business. In this program, professionals will embark on the journey of learning to harness their creativity and original thinking, and understanding how to commercialise their innovations for maximum social and economic impact. With career pathways in Product Development, Management Consultancy, Innovation Management, and Entrepreneurship, successful graduates will be prepared to build original and disruptive contributions to their industries and communities.



## Highlights of this course are:

- ▶ This **90 ECTS** Master program is offered in partnership with **Guglielmo Marconi University, Italy**.
- ▶ GMU, **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 Master Program will help busy professionals understand and apply the concepts of Innovation, Design Thinking and Entrepreneurship in their work.
- ▶ 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 Chartered Management Institute (CMI), UK.
- ▶ Learners can attend the Annual Convocation hosted by GMU in Italy.

---

## Why this Course?



### Put Creativity in Context:

Our Innovation and Entrepreneurship Program will help you sharpen your creative focus by instilling a business framework. This will filter your most ingenious ideas that hold the potential to solve problems, create social impact and become a marketable product.



### Unlock Key Roles:

Developed to arm professionals with relevant, in-demand and real-life skills, this specialised Masters will prepare learners to undertake key roles like Innovation Manager, Venture Capitalist, Design Thinking Specialist, Product Developer, Entrepreneur, R&D roles, and Business Consultant.



## Learn on the Go:

The Master in Innovation and Entrepreneurship Program was developed to foster busy but ambitious learners with a tailor-made learning approach. With 100% online delivery, flexible and fast-track learning plans, affordable tuition plans and personal tutor support, this program sets learners up for success on their terms.

## Certifications included in this course

- ▶ **Master in Innovation and Entrepreneurship** issued by Guglielmo Marconi University, Italy
- ▶ **Postgraduate Diploma in Innovation and Entrepreneurship** issued by Cambridge International Qualifications, UK
- ▶ **Certified Manager** issued by Chartered Management Institute, UK (Optional).



# TESTIMONIAL

“

**"I am happy to recommend UniAthena to all growth-oriented Professionals looking for a way to set themselves apart."**



**Claudio Carvalho**

Support and Operation  
Angola

I don't have enough words to express my deep gratitude for all the support and guidance I have received from UniAthena. This platform is a true home of learning and inspiration, turning every challenge into an opportunity for growth.

I am especially grateful to my Personal Tutor. His constant support, wisdom, dedication, patience and encouragement were fundamental to my academic growth. I am grateful for the program's affordability, structure and flexible delivery. The overall support and accommodation has been very crucial in achieving this academic milestone. I am happy to recommend UniAthena to all growth-oriented Professionals looking for a way to set themselves apart.

**Master in Supply Chain and Logistics Management**

Batch 2022

# How you Learn

We have developed a learning pedagogy which ensures that the learners will be able to learn the course successfully, regardless of whether the learner is a beginner or an expert.

## Video Classes

The well-developed customised online video lessons designed by our faculty will lay the foundation for your learning.

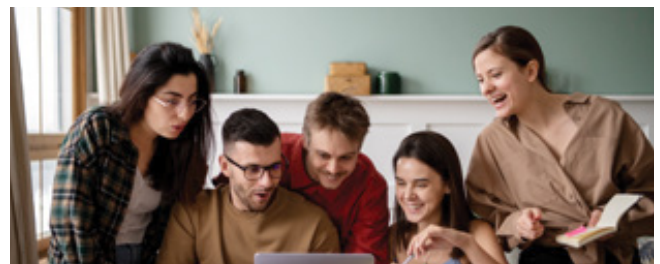


## Text Learning Contents

Multi-level learning resources developed by our faculty, including relevant journal articles, case studies, quizzes and others will enhance your learning experience. These will help you get a multidimensional perspective on the topics in the units.

## Collaborative Learning

Webinars will extend your learning beyond the curriculum and open a new world before you.



## 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.

## Personal Tutor

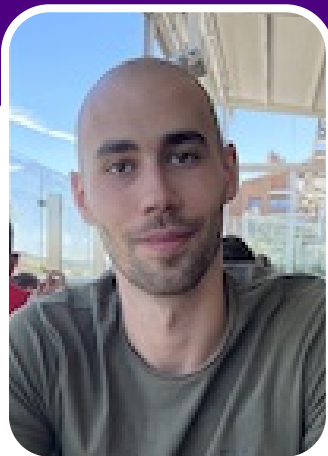
One-to-one personal tutor meetings will clarify your doubts and also provide guidance on your assignments.



# TESTIMONIAL

“

"The program has proven immensely beneficial, equipping me with the requisite expertise to address intricate data challenges in my field."



**Milos Trifunovic**

General Manager  
Spain

It is with great pleasure that I share my experience regarding the Master in Data Science program at UniAthena. The learning journey has been profoundly enriching, characterized by a rigorous exploration of advanced data analysis techniques and methodologies. Professionally, the program has proven immensely beneficial, equipping me with the requisite expertise to address intricate data challenges in my field. I wholeheartedly endorse this program to aspiring Data Scientists and Professionals seeking to enhance their analytical acumen.

UniAthena's Master in Data Science stands as a testament to academic excellence and practical relevance. The decision to enroll in UniAthena was underpinned by its distinguished faculty, comprehensive curriculum, and esteemed reputation in the realm of data science education. Opting for UniAthena has undeniably catalyzed my professional growth and development.

**Master in Data Science**  
Batch 2022



## 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 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



## 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 Scottish Credit Qualification Framework (SCQF) through the credit rating agency Scottish Qualification 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 need 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 have 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 his 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.

## Modules

Module Name	ECTS
<b>Part A</b>	
Introduction to Innovation and Entrepreneurship	10
Design Thinking	10
Finance for Entrepreneur	10
Mid Term Project	10
New Venture Development	10
Human Resource Management and Leadership	10
Product Development and Marketing <b>(Elective 1)</b> Digital Marketing <b>(Elective 2)</b>	10
<b>Part B</b>	
Research Methods	8
Capstone Project	12
<b>Total Credits</b>	<b>90</b>

## Module Description

### Module Name: **Introduction to Innovation and Entrepreneurship**

Level: EQF Level 7

Credits: 10 ECTS

This module offers valuable insights into the entrepreneurial journey, equipping you with the skills to develop innovative, high-potential business opportunities.



### Module Name: **Design Thinking**

Level: EQF Level 7

Credits: 10 ECTS

Learn the human-centered approach to creative problem solving and gain a deep understanding of the design thinking framework and how it has been used to solve complex business challenges.

### Module Name: **Finance for Entrepreneur**

Level: EQF Level 7

Credits: 10 ECTS

Builds understanding of the aspects of financial statement evaluations, considering the impact of economic factor on the businesses.



### Module Name: **Mid Term Project**

Level: EQF Level 7

Credits: 10 ECTS

The Mid Term Project in an MBA or Master's program allows students to apply theoretical concepts to real-world business problems. It involves analyzing a relevant case, using analytical tools, and proposing solutions. This project enhances problem-solving, research, and communication skills, preparing students for future leadership roles.



## Module Name: **New Venture Development**

Level: EQF Level 7

Credits: 10 ECTS

Learn what it takes to launch and scale new business ventures by gaining a deep understanding of the start-up ecosystem along with practical skills required for New venture success.

## Module Name: **Human Resource Management and Leadership**

Level: EQF Level 7

Credits: 10 ECTS

This module helps you to learn the role of strategic HRM and leadership practice and their influence on the overall performance and competence of the organization.



## Module Name: **Product Development and Marketing (Elective 1)**

Level: EQF Level 7

Credits: 10 ECTS

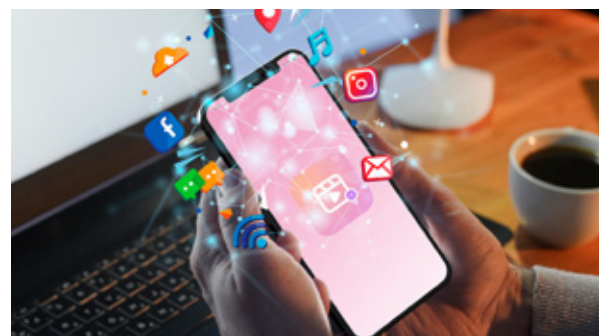
This module provides a comprehensive understanding of the product development process, product life cycle, and management as well as the application of design and innovation.

## Module Name: **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.





Module Name: **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.

Module Name: **Capstone Project**

Level: EQF Level 7

Credits: 12 ECTS

This module will equip learners to create a usable project through which they can integrate, synthesize, and demonstrate all their knowledge in a multi-faceted.



## **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. At this stage, learners will have the option to choose a business project instead of a dissertation.

# TESTIMONIAL

“

**"The entire experience was fantastic, and it was very flexible within my work periods, and the teaching methodology and approach are amazing."**



## **Jamal Mustafa**

Requirements and System Assurance  
Engineer Webuild Neom High Speed  
Railway Project, Saudi Arabia

I had been dreaming for years of getting a master's degree because I wanted to study, develop, and overcome obstacles. Even though I knew the voyage would try every fiber of my strength, I was prepared to accept it when the time came. I decided to finish my ideal Master in Engineering Management degree at UniAthena. The entire experience was fantastic, and it was very flexible within my work periods, and the teaching methodology and approach are amazing.

## **Master in Engineering Management**

Batch 2023



## Eligibility Criteria

### 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 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 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 & Charges

### Fixed Plan

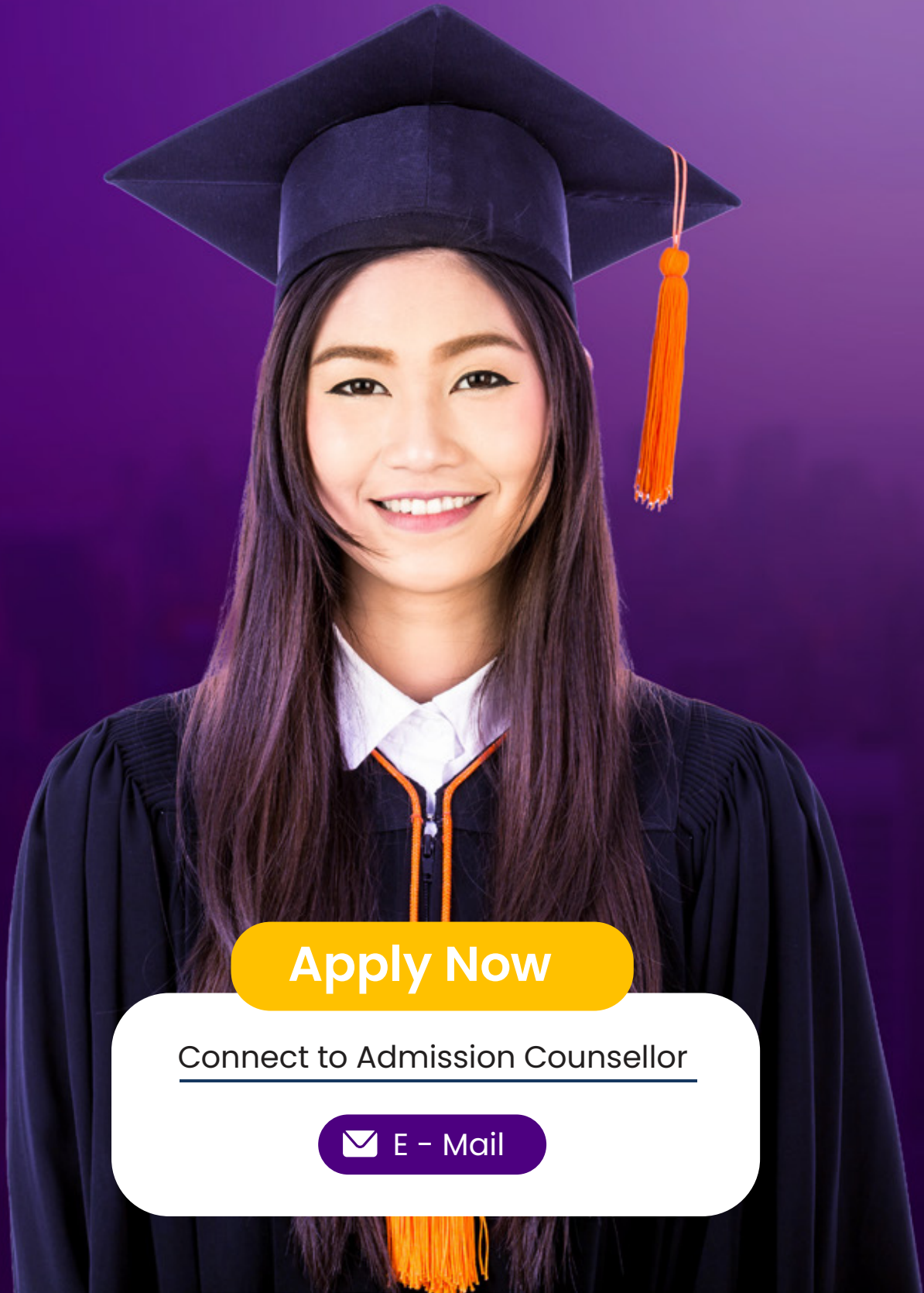
Registration Fees	<b>\$500</b> (To Start With The Course)
Course Fee	<b>\$3800</b> (To Be Paid On A Monthly Basis, \$380 Per Month, Total 10 Installments)
PGD-CIQ Certification Fee	<b>\$300</b> (On Completion Of Course Modules)
Course Certification Fee	<b>\$1000</b> (To Be Paid Upon Successful Completion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

### Flexible Plan

Module Fee	<b>\$4300</b> (\$530 for the first 7 modules and \$590 for the 8th module)
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>\$6600</b>
CMI Certificate Fee	<b>\$300</b> (Optional)

# Study Remote Graduate in Italy

Upon successful program completion, students will get the opportunity to graduate from Guglielmo Marconi University, Italy, and participate in the prestigious convocation ceremony held there.



[Apply Now](#)

[Connect to Admission Counsellor](#)

[✉ E - Mail](#)



---

## **UK**

### **Athena Global Education LTD**

Magdalen Centre,  
Robert Robinson Avenue  
Oxford, OX4 4GA  
Phone: +44 186 578 4545

## **UAE**

### **Athena Global Education FZE**

Block L-3, First Floor,  
Sharjah Publishing City  
Free Zone, Sharjah, UAE  
Phone: +971 65 31 2511

## **India**

### **UniAthena Private Limited**

9A, Midas Tower Phase 1,  
Hinjewadi Rajiv Gandhi  
Infotech Park Pune - 411057  
Phone: +91 9145665544

---