

**Supercharge  
Businesses with the  
Power of Data**



**The Data**

**DBA**



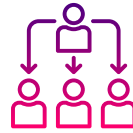
**Unimarconi**  
LA PRIMA UNIVERSITÀ  
DIGITALE ITALIANA



# Doctor of Business Administration (Business Analytics) In a Nutshell



Highest Academic Qualification in Business Management



Pursued by Senior Professionals and Executives



Guidance from Research Supervisors



Takes 2 years or more to complete



Combination of Academic Coursework & Learner-led Research



Successful Graduates are awarded with a 'Doctor' title



# You need a DBA. This is why.



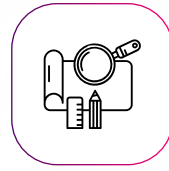
Highest Academic  
Accolade In Business



Critical  
Thinking Skills



Problem  
Solving Skills



Research  
Experience



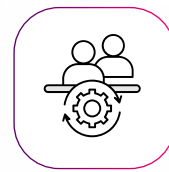
Data Literacy &  
Analytical Skills



Access To  
Faculty Positions



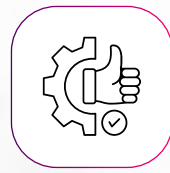
Entry To Executive  
Leadership Roles



Unlock Business  
Consultancy Roles



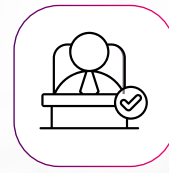
Eligibility For  
Policymaking  
Roles



Established  
Credibility of  
'Dr.' Title



Build A Competitive  
Edge Among Peers



Qualify For Senior  
Roles & Increased  
Remuneration



## Message From **Academic Director**

UniAthena is dedicated to offering our learners the highest quality international programs from Italy, Spain, the US and other prominent 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, both in the classroom and in your career and when you join our programs, from any of our partner universities, you will always have UniAthena by your side, helping you along each step of your path to success.

UniAthena's distinguished international faculties have been educated in renowned universities. Our professors and trainers possess expertise in research and teaching, and they are committed to providing learners with a world-class learning experience. Many members of our faculty also hold significant corporate experience and serve on corporate management boards. Our reports indicate that our graduates leave our programs with the functional industry knowledge they expect from executive education. Our learners move on to become effective leaders and strong team players, with the talent to identify and build opportunities – and we hope to see your success story unfold with us.

We warmly welcome you to UniAthena, the new era of affordable, flexible and accessible learning. I wish you an enriching and enjoyable learning experience and success.

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



# Introducing UniAthena

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 offers quality UK, Italian, Spanish and American Bachelor, Master and Doctoral level degrees. We have helped thousands of learners from around the world achieve their higher education aspirations and through that, their professional goals.

## Accreditation & Partnerships



# Why UniAthena?

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

## 100% Online Delivery



## Affordable Payment Plans



## Academic Advisor and Research Supervisor Support



## Accredited and Internationally Recognised Programs



## Global Classroom



## Application-Centric Coursework



# Introducing Guglielmo Marconi University



**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**.

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.

# Introducing UniAthena's DBA

UniAthena's Doctor of Business Administration (DBA) in Business Analytics, offered in collaboration with the prestigious Guglielmo Marconi University, Italy, is a world-class Doctoral program tailored for ambitious business professionals. With a curriculum that harmoniously integrates advanced research methodologies with Business Analytics insights, remote delivery and flexible learning, this Doctoral degree offers full-time professionals a rigorous yet accommodative academic experience. The key specialisation will strengthen the learner's portfolio, equipping them with integral data competencies. The DBA, upon completion, opens greater professional avenues, perfects research excellence, and showcases the learner as an expert on the rise.



## About this Program

- ▶ Earn the **Doctor of Business Administration (DBA) in Business Analytics** from **Guglielmo Marconi University (GMU), Italy**.
- ▶ GMU is the first ever Italian **Open University** recognised by **Italy's Ministry of Education, University and Research (MIUR)**.
- ▶ GMU also appears among the **top 25 universities worldwide** in the categories of the **U-Multi-rank ranking system** for open-access, international joint and regional joint publications.
- ▶ This DBA is an **ISCED Level 8, 180 ECTS** credits program, with **60 ECTS earned in Year 1** and **120 ECTS earned in Years 2 and 3**. With special focus on Business Analytics, learners will undertake an original research study to develop hands-on expertise and industry-relevant skills.
- ▶ Year 1 features theoretical and practical training to undertake Doctoral-level research projects, and Years 2 and 3 offers learners an opportunity to design, execute and present their original research.
- ▶ This DBA is delivered **100% online**, along with quality digital resources, **1:1 Academic Assistance, and Research Supervision for student engagement and guidance**.
- ▶ This program is tailored to fit the demanding and unpredictable schedules of senior executives.

# Our DBA is Better.



Distance  
Delivery for  
Convenience



1:1 Teaching  
method with  
dedicated  
Professors for  
each learner



Easy-to-Access  
Online Course  
Materials



Access the  
ProQuest Online  
Research Library



Earn a M.Research  
Degree upon  
completion of  
5 Modules



Flexible and  
Affordable  
Payment Plans



Developed for  
Full-Time  
Professionals

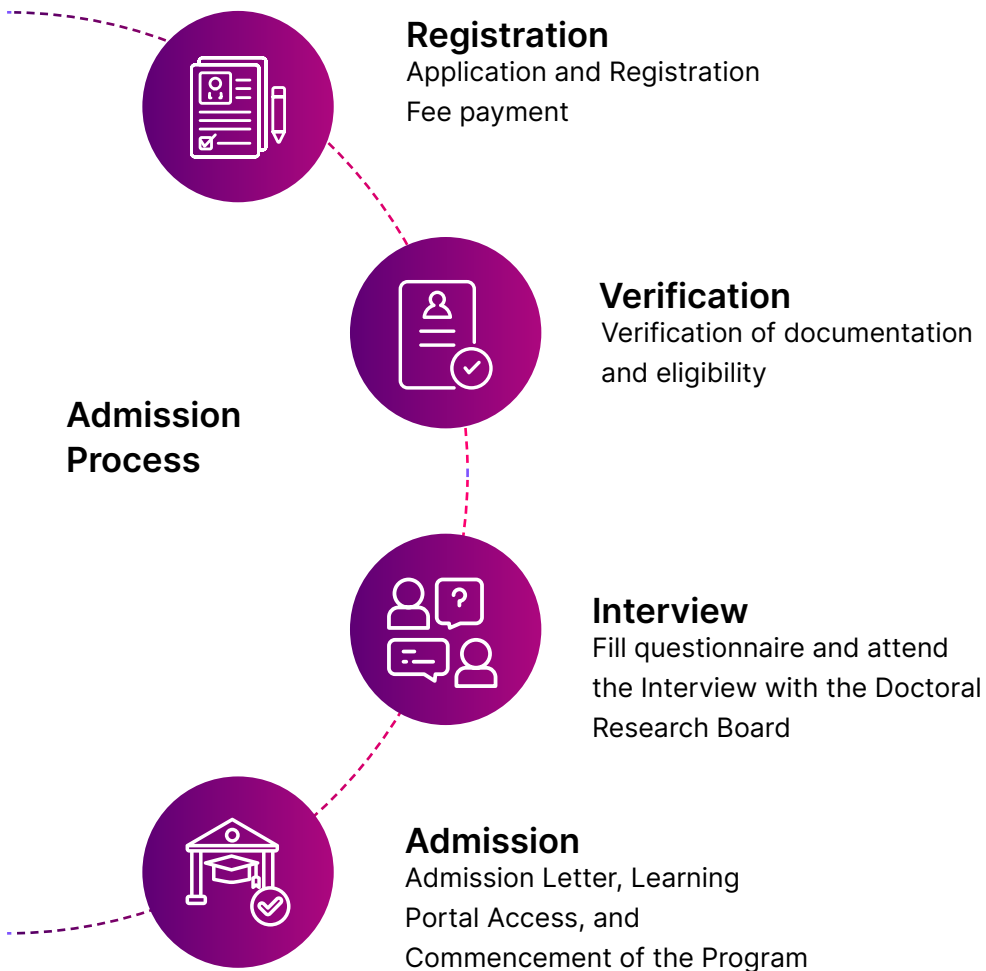


Earn an  
Industry-relevant  
Specialisation

# How to Apply for a DBA?

## Admission Process

The DBA program has a continuous intake with cohorts commencing every alternate month. The ongoing admission process is as follows:



## Eligibility Criteria

- ✓ **Highest Qualification**  
Candidates must hold an MBA, Master's degree, or an equivalent qualification from recognized institutions in Management, Business, Commerce, Economics, Engineering Management, or other allied subjects.
- ✓ **Work Experience**  
Minimum of 3 years of professional work experience.
- ✓ **Language Proficiency**  
English language proficiency at a professional level.

# What will your DBA Program look like?

## Program Structure

Module Name	Credit (ECTS)
<b>Year 1 - DBA Course Work</b>	
Applied Research in Management	10
Foundations of Research Design	10
Business Intelligence and Application	10
Research Feasibility Study	20
Applied Doctoral Research Proposal	10
<b>Year 2 &amp; 3 (DBA Research)</b>	
Applied Doctoral Research Thesis	120
<b>Total Credits</b>	<b>180</b>

# Program Modules



## Applied Research in Management

Level: EQF Level 8  
Credits: 10 ECTS

This module develops doctoral-level skills in identifying research topics, designing ethical management projects, and understanding contemporary business challenges.



## Foundations of Research Design

Level: EQF Level 8  
Credits: 10 ECTS

Unlock core research methodologies, from philosophy to data analysis, enabling them to design rigorous business research projects.



## Business Intelligence and Application

Level: EQF Level 8  
Credits: 10 ECTS

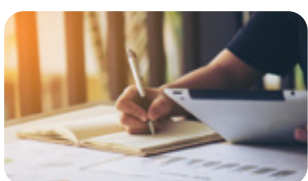
The purpose of this module is to provide insight into the basics of business intelligence, the BI maturity model, and business drivers.



## Research Feasibility Study

Level: EQF Level 8  
Credits: 20 ECTS

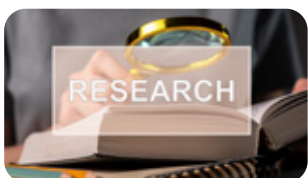
Learn how to conduct a pilot study, test research feasibility, and refine research methods, establishing a solid foundation for the DBA thesis.



## Applied Doctoral Research Proposal

Level: EQF Level 8  
Credits: 10 ECTS

Prepare to create a comprehensive research proposal, offering practical guidance to advance toward the DBA thesis phase.



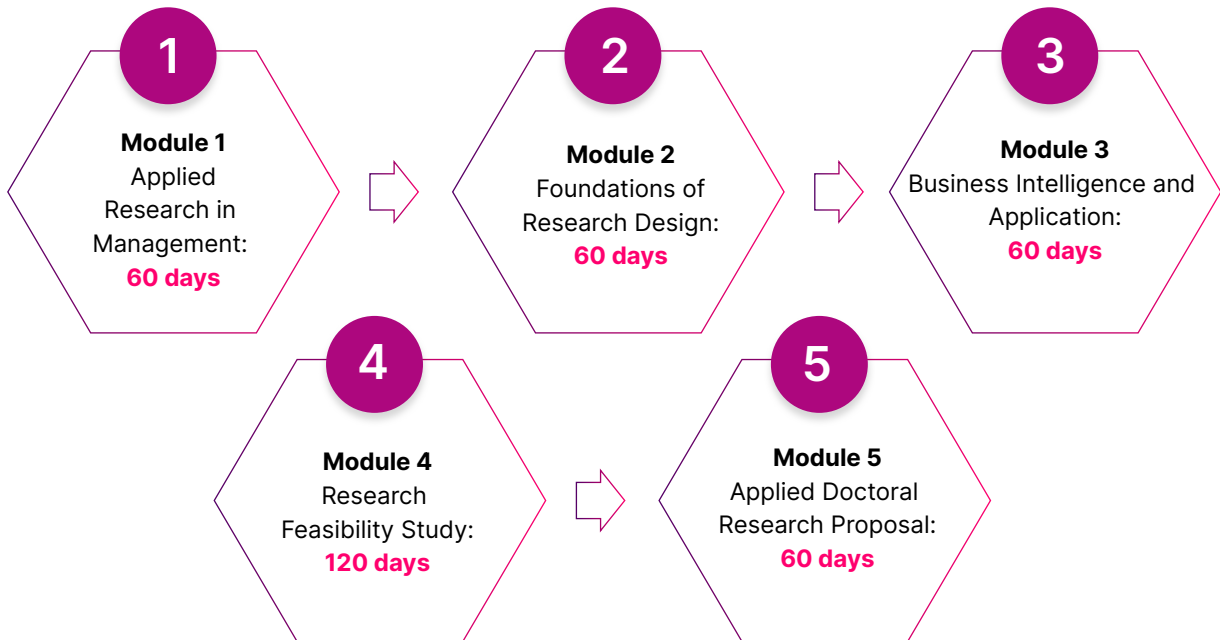
## Applied Doctoral Research Thesis

Level: EQF Level 8  
Credits: 120 ECTS

This module culminates in a doctoral-level thesis and viva voce defense, supported by supervision and workshops, leading to the DBA degree award.

# Learner Journey: 36 Months

## Year 1: Module 1 - 5



## Years 2 & 3: Module 6 (Stages 1 - 5)



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## Thesis Progression



# Fee & Charges

## Monthly Payment Plan

Registration Fee	<b>\$2000</b> (Due Upon Provisional Approval)
First Year Fees	<b>\$4800</b> (To be paid on a monthly basis, \$400 Per Month, Total 12 Installments)
Research Registration Fee	<b>\$1200</b>
Second Year Fees	<b>\$4000</b> (To be paid on a monthly basis, \$400 Per Month, Total 10 Installments)
<b>Total Fees</b>	<b>\$12000</b>
M.Res Certification Fee	<b>\$1500</b> (Must Complete 2nd Year Clearing Fees Dues - Optional)
Courier Fee	<b>\$50</b> (For Each Certificate)

## Quarterly Payment Plan

Registration Fee	<b>\$2000</b> (Due Upon Provisional Approval)
First Year Fees	<b>\$4000</b> (Paid in 4 Quarterly Installments of \$1000 each)
Second Year Fees	<b>\$4000</b> (Paid in 4 Quarterly Installments of \$1000 each)
Third Year Fees	<b>\$2000</b>
<b>Total Fees</b>	<b>\$12000</b>
M.Res Certification Fees	<b>\$1500</b> (Must Complete 2nd Year Clearing Fees Dues - Optional)
Courier Fee	<b>\$50</b> (For Each Certificate)



# TESTIMONIAL

My DBA journey with UniAthena has been an **incredible experience!** The administrative staff and tutors always go out of their way to ensure that **I get all the assistance that I need, study-wise and personally.**

**Dr. Audrey Ruth Kudzanayi  
Robertson-Tarugarira**

Managing Partner  
A Robertson Law Chambers, ZIMBABWE

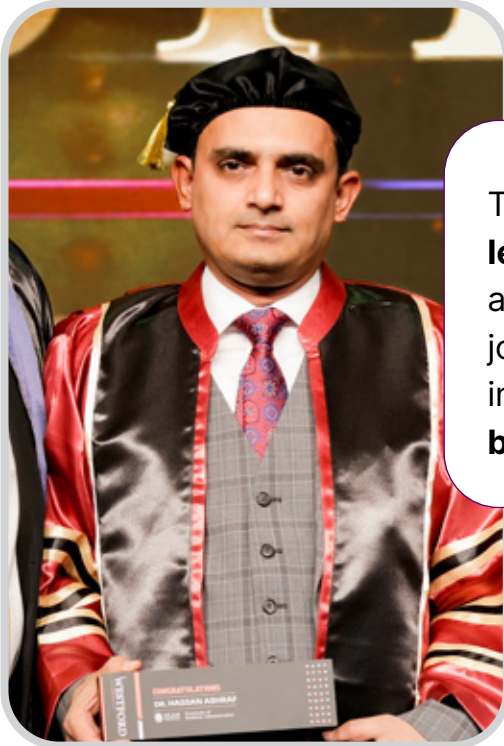


# TESTIMONIAL

My journey with UniAthena has been **truly rewarding.** The platform is **highly educational**, offering a wealth of information that **empowers you to learn and grow continuously.**

**Dr. Albert Kweku Longdon-Nyewan**

Head of Production Engineering Unit  
Ghana National Petroleum Corporation  
Ghana



# TESTIMONIAL

Thank you, UniAthena, for a **transformative learning experience**. This program has been a milestone in my academic and professional journey, equipping me with the tools and insights to excel in the **ever-evolving business landscape**.

**Dr. Hassan Ashraf**

Principal  
Waltham International College Ltd



# TESTIMONIAL

This has been an **amazing journey** that has led me through the rigors of academic research and promoted my **personal and professional growth**.

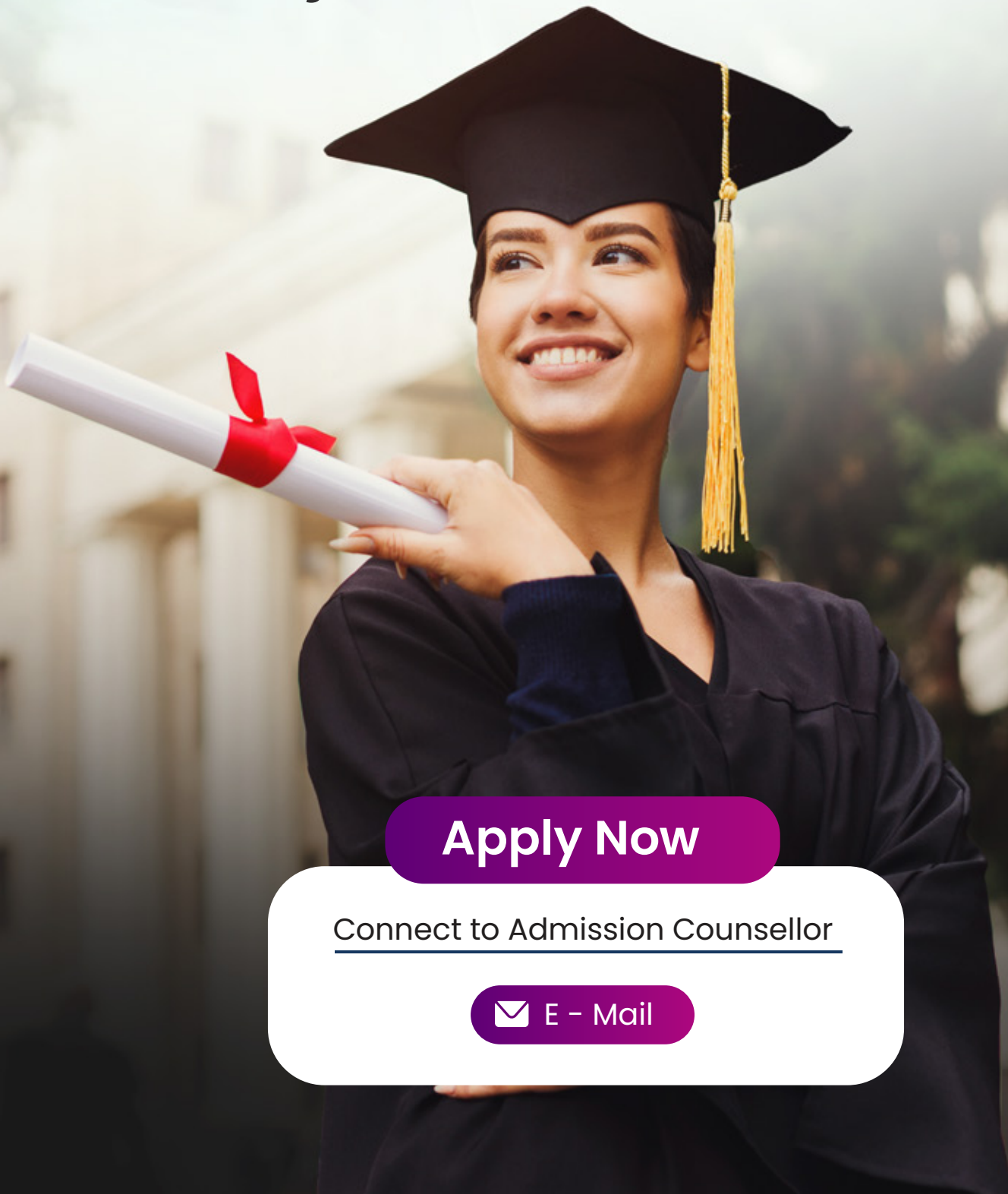
**Dr. Michael Plal Chemorei**

Head of Talent  
Amref Health Africa - Global Headquarters  
Kenya

# Study at Home

## Graduate in Italy

Join the prestigious  
Convocation  
Ceremony at the  
Guglielmo Marconi  
University, Italy.



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# uniathena

## **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