

Bachelor of Arts in **Business Administration**

Transform into the well-rounded Business
Professional that organisations are seeking





Message From Academic Director

Col (Rtd). Anil Ahluwalia



Westford Education Group through Athena Global Education 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 Athena Global Education, the new era of education which is affordable, flexible and accessible.

Who We Are

More than a decade of experience in higher education, the Westford Education Group expanded its operation globally significantly. Currently we educate students from more than 143 countries. UniAthena is the latest Ed-Tech venture of the group with an objective to make higher education more accessible and affordable.

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ATHENA GLOBAL EDUCATION



UniAthena has been established with an objective to fulfil the aspirations of learners with diverse backgrounds from across the globe to attain internationally accredited qualifications and the professional development programmes delivered in an easily accessible and affordable manner in the form of online learning. UniAthena has legal presence in UAE, UK and US, and all the learners are legally contracted. The entity operates in UAE as Athena Global Education FZE.





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.



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.



VALUES

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

- Accessible
- Accredited
- Flexible
- Affordable
- Stackable



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

The Bachelor of Arts in Business Administration program at the eie European Business School is crafted to empower ambitious learners in establishing a strong foundation for a successful career in business.

Highlights of this Program

- ▶ This 180-ECTS Bachelor's program is accredited by MFHEA, is at MQF/EQF Level 6.
- ▶ The eie European Business School holds accreditation from Malta's Further and Higher Education Authority.
- ▶ The program equips learners to navigate various business scenarios and excel in diverse industries.

- ▶ The course delivery and assessments are based on real-life scenarios and applications that will aid learners in capitalising on potential opportunities, crafting strategies, and maximising productivity.
- ▶ This degree opens doors to entry-level opportunities in a range of industries.

Why this Course?



Wide-ranging Curriculum

This specialised bachelor's degree provides learners with a comprehensive grasp of business administration. It will enable learners to get a profound understanding of critical business disciplines that extend to a broad spectrum of industries.



Versatile Career Pathways

This programme has been designed in lieu of the current industry landscape and will prepare learners for a wide range of career opportunities. Graduates can transition seamlessly into roles spanning business administration, marketing, HR, finance, operations, business research, and beyond.



Problem-Solving Prowess

The curriculum sharpens your analytical and critical thinking skills. This is crucial for identifying and resolving various business challenges, a skill highly valued by employers.

Certification included in this course

Bachelor of Arts in Business Administration

issued by eie European Business School, Malta



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.



Reading Materials

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.

eie European Business School, Malta

The eie European Business School is a Higher Education Institution licensed by the Malta Further & Higher Education Authority (Licence No: 2005-TC-001). The Institute developed a range of flexible learning programmes in partnership with leading institutes and universities worldwide. It offers qualifications (EQF Levels 5 - 7) which blend with the flexibility and versatility that most people require in their busy lives. The Institute has collaborated with several international universities and educational organisations for the past 22 years and is also an accredited study centre of other reputable awarding bodies.



The Institute forms part of the eie Educational Group. Through other organisations within the group, the institute is able to offer its students, other services related to education, such as affordable student accommodation, General English courses, Business Training, and Internships. Another arm within the group, allows the institute to help students to study and continue their courses with overseas partner colleges and institutes.



Modules

Year	Module Name	ECTS
Year 1	Operations Management	12
	Marketing for Managers	12
	Financial Management	12
	Strategic Human Resource Management	12
	Academic Writing and Research Skills	12

Year 2	Customer Relationship Management	12
	Research Methods	12
	Leadership and Business Management	12
	Sustainable Business Practice	12
	Business Economics	12

Year 3	Organisational Behaviour and Performance	12
	Communications in Business	12
	Business Ethics & Corporate Social Responsibility	12
	Business Research Projects	24

	Total Credits	180
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Module Details

Year 1



Module Name: **Operations Management**

Level: MQF/EQF Level 6
Credits: 12 ECTS

This module equips learners with diverse tools and techniques for Operations Management and emphasizes information management's role in achieving competitiveness and global success.



Module Name: **Marketing for Managers**

Level: MQF/EQF Level 6
Credits: 12 ECTS

This module explores the dynamic world of marketing and delves into current trends and challenges. This module also evaluates contemporary marketing trends and challenges faced by marketers.



Module Name: **Financial Management**

Level: MQF/EQF Level 6
Credits: 12 ECTS

This module enhances quantitative skills and helps achieve financial proficiency. It allows learners to explore short and long-term financing and important aspects of the financial environment.



Module Name: **Strategic Human Resource Management**

Level: MQF/EQF Level 6
Credits: 12 ECTS

This module provides a comprehensive understanding of HRM. It also allows learners to analyze HRM theories' practical implications for workforce management.



Module Name: **Academic Writing and Research Skills**

Level: MQF/EQF Level 6
Credits: 12 ECTS

This module empowers learners with essential research skills and academic writing mastery. This module also explores Kolb's Learning Cycle, how to excel in SMART research planning, and master referencing and citation for scholarly content creation.



Module Name: **Customer Relationship Management**

Level: MQF/EQF Level 6
Credits: 12 ECTS

This module allows learners to master the art of Customer Relationship management, delve into core CRM concepts, and harness tools for robust CRM practices.



Module Name: **Research Methods**

Level: MQF/EQF Level 6
Credits: 12 ECTS

This module emphasizes research ethics, empowering learners to address ethical considerations and enable independent research using quantitative and qualitative techniques.



Module Name: **Leadership and Business Management**

Level: MQF/EQF Level 6
Credits: 12 ECTS

This module enhances decision-making and problem-solving skills. It equips learners with techniques to manage workplace risks and crises, using adaptive management and leadership strategies.



Module Name: **Sustainable Business Practice**

Level: MQF/EQF Level 6
Credits: 12 ECTS

This module focuses on tracking sustainable trends and challenges, aligning business with SDGs, and comprehending sustainability.



Module Name: **Business Economics**

Level: MQF/EQF Level 6
Credits: 12 ECTS

This module helps master market predictions, demand, and supply curve creation along with exploring the critical role of economics in organizational decisions and government influence.

Year 3



Module Name: **Organizational Behaviour and Performance**

Level: MQF/EQF Level 6
Credits: 12 ECTS

This module focuses on monitoring and analyzing changes in the business environment's impact on organizations. It equips learners to create performance measurement plans and enhance organizational performance.



Module Name: **Communications in Business**

Level: MQF/EQF Level 6
Credits: 12 ECTS

This module empowers effective communication in business management. It allows learners to conduct effective team employee meetings, develop communication strategies and recognize the importance of clear policy communication.



Module Name: **Business Ethics & Corporate Social Responsibility**

Level: MQF/EQF Level 6
Credits: 12 ECTS

This module focuses on ethical decision-making, combining business ethics and corporate social responsibility. It covers current CSR and ethics challenges, explores definitions and principles, and assesses their impact on decisions.



Module Name: **Business Research Projects**

Level: MQF/EQF Level 6
Credits: 24 ECTS

This module emphasizes ethical information analysis fostering unique research projects. It stresses the significance of accurate sourcing from secondary data.

Assessment

This program does not involve written examinations. Upon enrolling, your performance will be evaluated based on the outcomes of your capstone projects and assignments. Be informed that a final submission will encompass both the project and assignment aspects. To ensure successful completion, kindly adhere to the specified deadline for submitting assignments and capstone projects within each unit.

Eligibility Criteria

- ▶ Proficient in English and in possession of IELTS 6.5 or higher (or an equivalent English qualification).
- ▶ Learners must be in possession of a minimum:
 - (a) Matriculation certification (MQF level 4) full qualification (or an equivalent qualification) OR
 - (b) Diploma in Business Management at MQF Level 4 full qualification or an equivalent qualification

Course Modules & Fee

Registration Fee	\$600 (To start with the course)
Monthly Installment Fee	\$8250 (To be paid on monthly basis for 33 installments)
Degree Certification Fee	\$1000 (To be paid upon successful completion of the program)
Total Fees	\$9850

*For current Offers/Discounts on the Course Fee, visit our website: [Bachelor of Arts in Business Administration](#)



Study Remote

Earn a Bachelor Degree

Upon successful completion, students are awarded a Bachelor Degree from the European Business School, Malta.

Apply Now

[Connect to Admission Counsellor](#)



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Flexible | Affordable | Accessible

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