

**Supercharge
Businesses with the
Power of Data**



The Data

DBA



The letters 'DBA' are rendered in a large, white, outlined font. The letter 'D' is partially obscured by a hand with the index finger pointing towards it. The background behind the letters is a blue-toned data chart with a grid and several data points labeled with values: '+ 5.000.834', '+ 8.801.200', and '+ 6.7...200'.



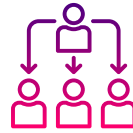
Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA



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.



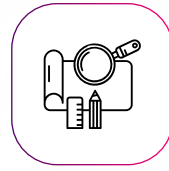
Highest Academic
Accolade In Business



Critical
Thinking Skills



Problem
Solving Skills



Research
Experience



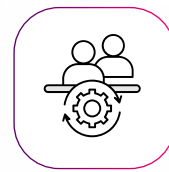
Data Literacy &
Analytical Skills



Access To
Faculty Positions



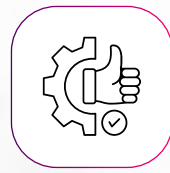
Entry To Executive
Leadership Roles



Unlock Business
Consultancy Roles



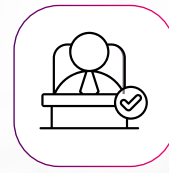
Eligibility For
Policymaking
Roles



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



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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

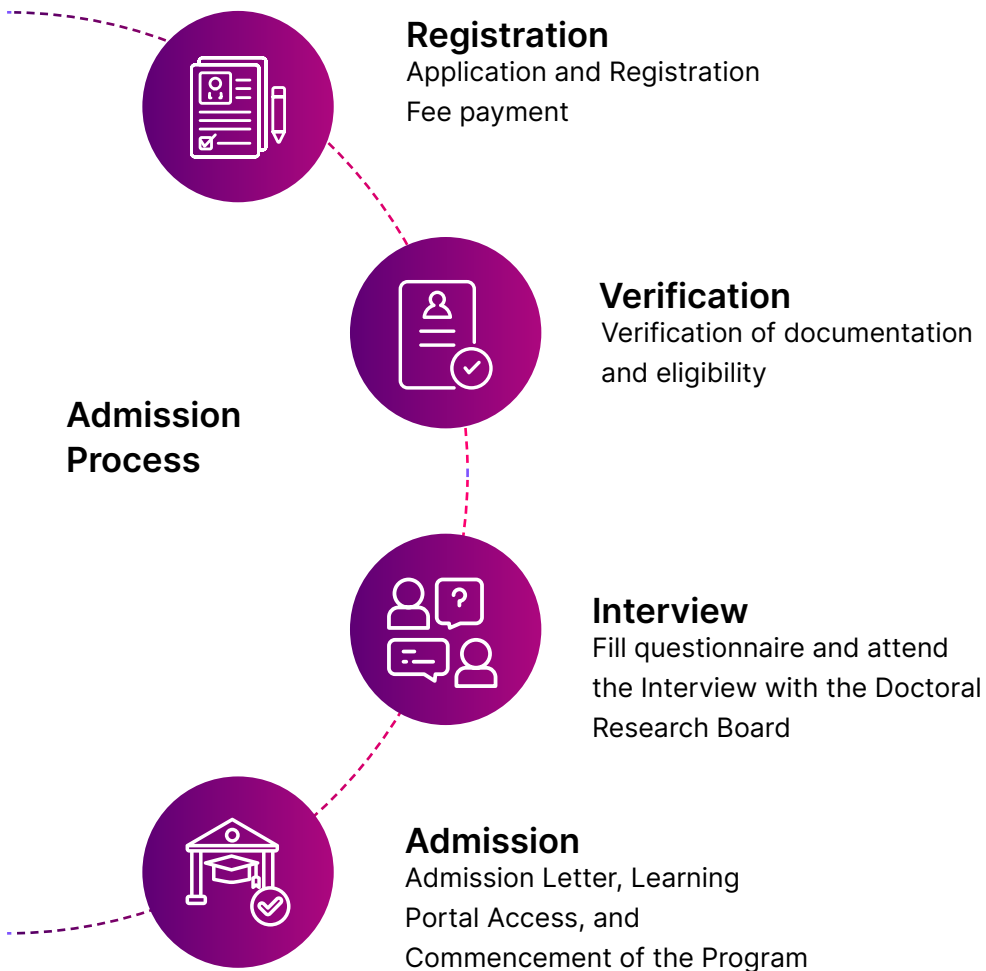


Earn an
Industry-relevant
Specialisation

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)
Year 1 - DBA Course Work	
Applied Research in Management	10
Foundations of Research Design	10
Business Intelligence and Application	10
Research Feasibility Study	20
Applied Doctoral Research Proposal	10
Year 2 & 3 (DBA Research)	
Applied Doctoral Research Thesis	120
Total Credits	180

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

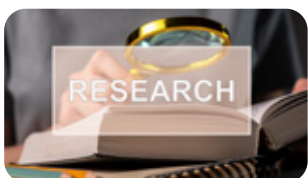
Learn how to conduct a pilot study, test research feasibility, and refine research methods, establishing a solid foundation for the DBA thesis.



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.



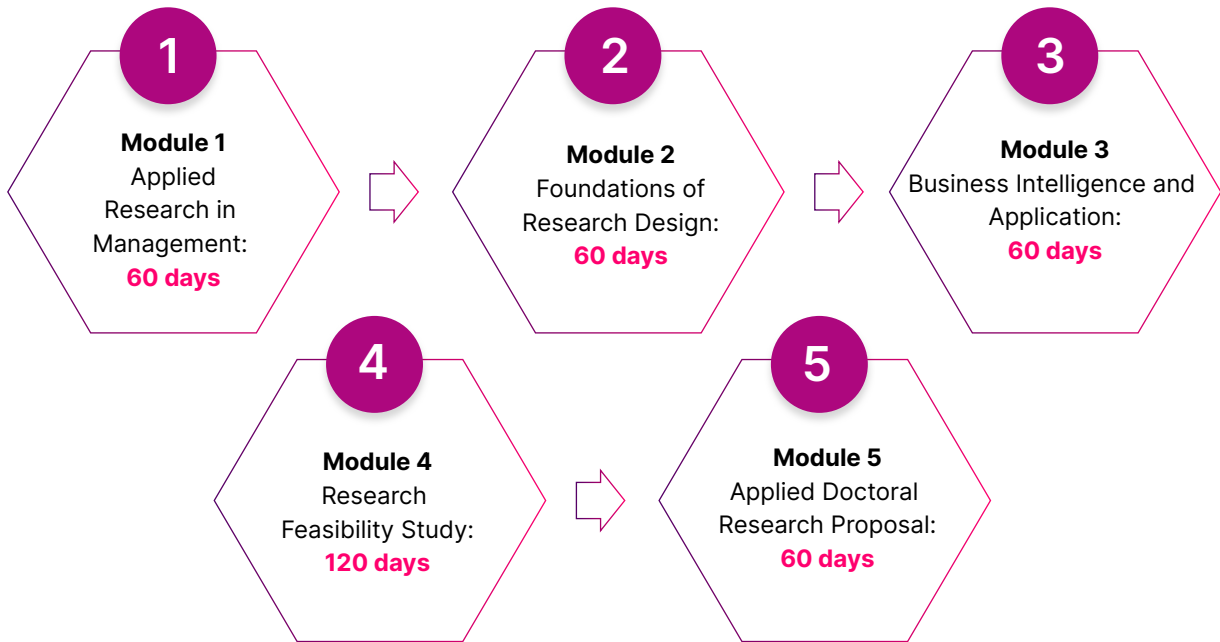
Applied Doctoral Research Thesis

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

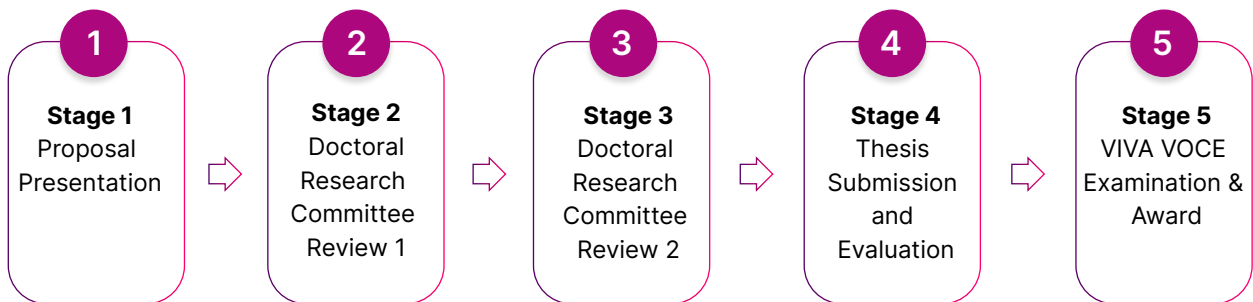
Year 1: Module 1 - 5



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



Thesis Progression



Fee & Charges

Monthly Payment Plan

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

Quarterly Payment Plan

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

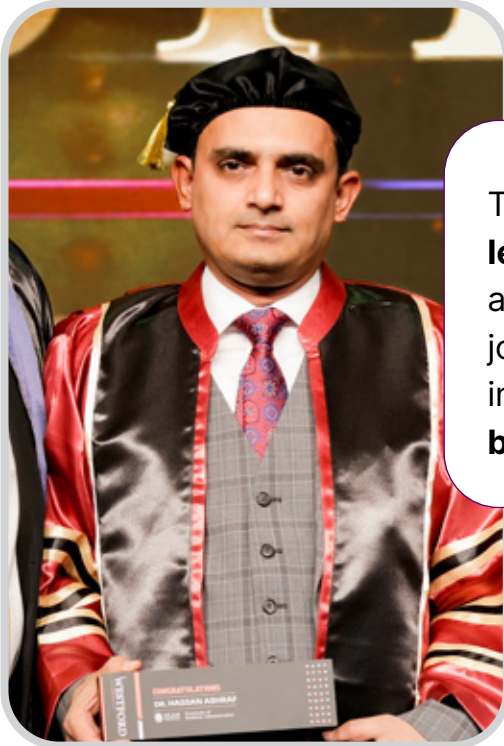


TESTIMONIAL

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**.

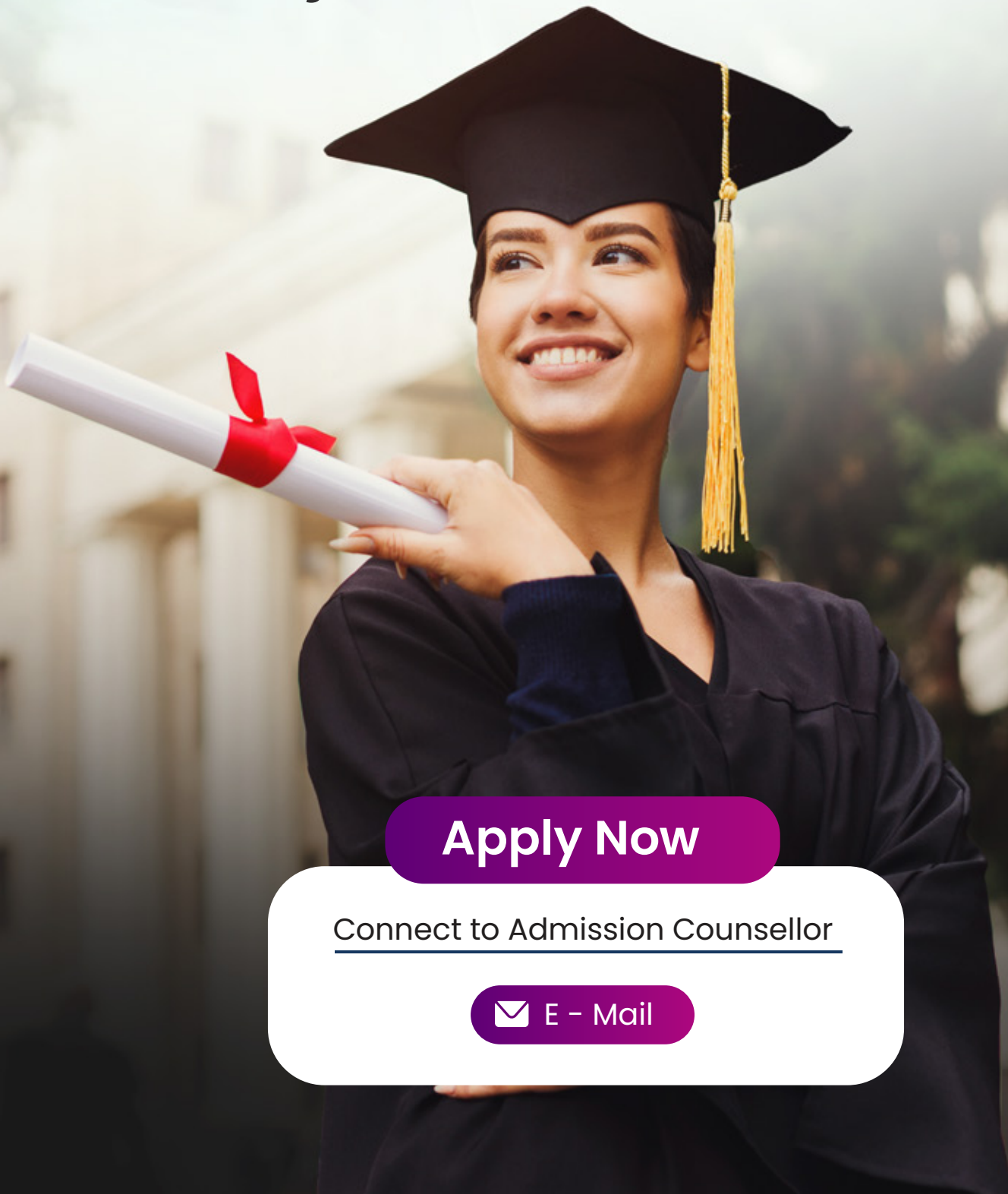
Dr. Michael Plal Chemorei

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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