

Unlock the  
**Highest Level of  
Strategic Mastery.**



**DBA**  
**STRATEGIC MANAGEMENT**



**Unimarconi**  
LA PRIMA UNIVERSITÀ  
DIGITALE ITALIANA

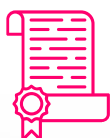


# The Doctor of Business Administration (Strategic Management)

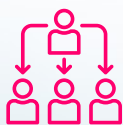
## In a Nutshell



Highest Academic  
Qualification in  
Business Management



Takes 2 years  
or more to complete



Pursued by **Senior  
Professionals and  
Executives**



Combination of  
**Academic Coursework &  
Learner-led Research**



**Guidance** from  
Research Supervisors



Successful Graduates  
are **awarded with a  
'Doctor' title**



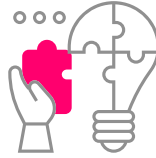
# What are the Benefits of a DBA?



**Highest Academic Qualification** in Business Management



**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



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

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.

# 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



**Application-Centric** Coursework



**Global** Classroom



**Unimarconi**  
LA PRIMA UNIVERSITÀ  
DIGITALE ITALIANA

# About Guglielmo Marconi University

Guglielmo Marconi University (GMU) is based in Rome, Italy, and was officially recognized by Ministerial Decree on March 1, 2004. Its main campuses are located in Rome, within the Prati and Vatican districts.

**Currently, GMU has over 16,000 learners enrolled across graduate and postgraduate programs, supported by 300 faculty members and 200 expert advisors.**

Since 1999, Italian universities have followed the Bologna Process, established under the Bologna Declaration and aligned with the European Higher Education Area (EHEA). Under this system, education is structured into three cycles:

Bachelor's degrees, Master degrees, and Doctorates.



# Introducing UniAthena's DBA

STRATEGIC MANAGEMENT

UniAthena's Doctor of Business Administration in Strategic Management, offered with the world-renowned Guglielmo Marconi University, Italy, is a specialised Doctoral program that arms senior Professionals with strategic excellence. Featuring an industry-relevant curriculum that blends advanced research methodologies with business challenges, remote delivery and flexible learning, this Doctoral degree offers full-time professionals a rigorous yet accommodative academic experience. With a special emphasis on Strategic Management, graduates will develop the strategic expertise needed to stay competitive in the contemporary business landscape. The DBA, upon completion, opens greater professional avenues, perfects research excellence, and showcases the learner as an expert on the rise.



# About this Program

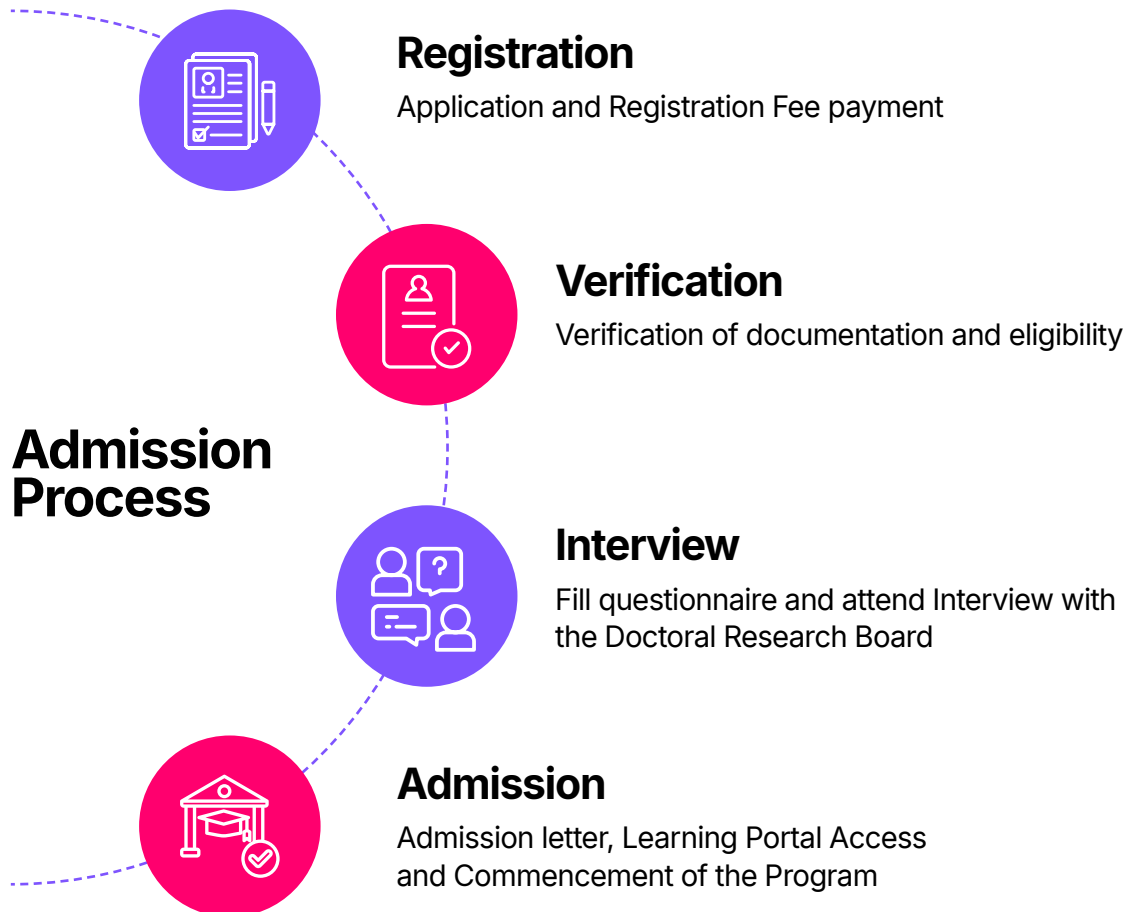
- Earn the Doctor of Business Administration (DBA) in Strategic Management from Guglielmo Marconi University (GMU), Italy.
- GMU is the first ever Italian Open University recognised by Italy's Ministry of Education, University and Research (MIUR).
- GMU also appears among the top 25 universities worldwide in the categories of the U-Multirank 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. Learners will also gain critical Strategic Management expertise, preparing them for success in the professional world.
- 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 support.
- This program is tailored to fit the demanding and unpredictable schedules of senior executives.



# 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 have an MBA or Master's degree or equivalent from recognized institutions.
- ✓ **Work Experience**  
Candidates must have at least three years of work experience at managerial level.
- ✓ **Language Proficiency**  
Candidates must have a thorough command of written and spoken English at a level: 6.0 IELTS or equivalent.

# What will your DBA Program look like?

## Program Structure

Modules	Credits (ECTS)
Year 1 - DBA Course Work	
Applied Research in Management	10
Foundations of Research Design	10
Strategic Management	10
Research Feasibility Study	20
Applied Doctoral Research Proposal	10
Year 2 & 3 (DBA Research)	
Applied Doctoral Research Thesis	120
<b>Total</b>	<b>180</b>



# Program Modules



## Applied Research in Management

**Level: EQF Level 8**   **Credits: 10 ECTS**

This module develops 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.



## Strategic Management

**Level: EQF Level 8**   **Credits: 10 ECTS**

Learners will examine strategic management foundations, environmental analysis, and innovation leadership to drive organizational effectiveness, adaptability, and long-term competitive advantage.



## 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



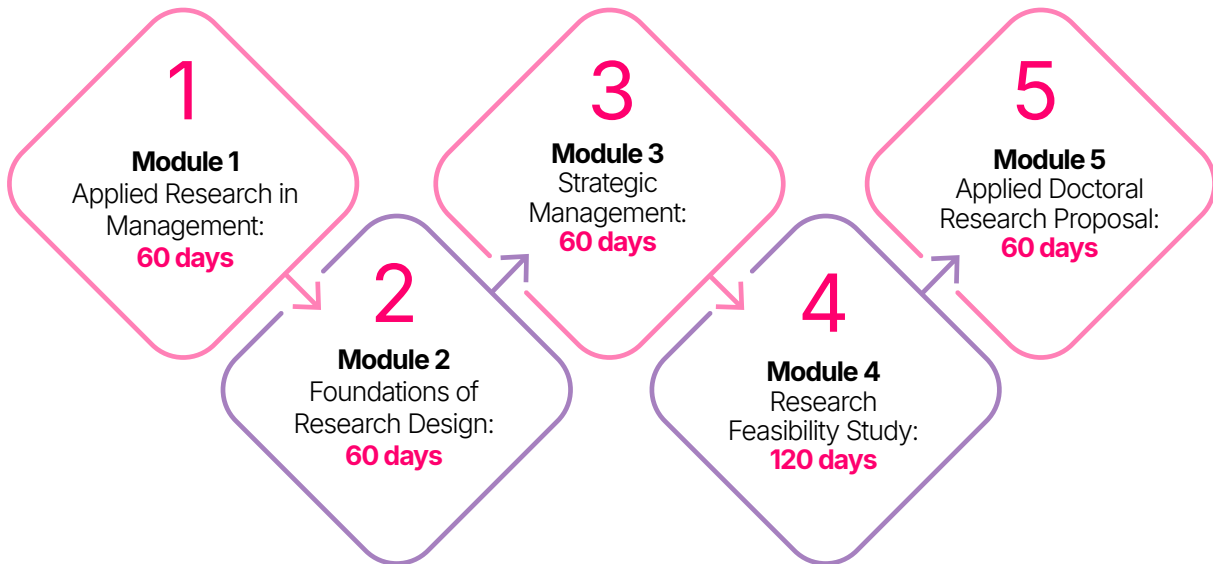
## Applied Doctoral Research Thesis

**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

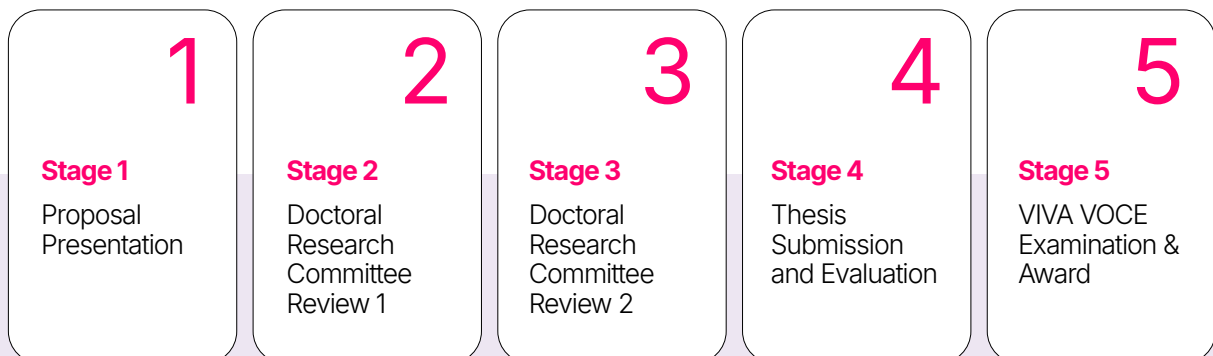
## Year 1: Module 1-5



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



## Thesis Progression Stages:



# Fee & Charges

## Monthly Payment Plan

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

## Quarterly Payment Plan

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



**Dr. Hassan Ashraf**

Principal

Waltham International College Ltd  
United Kingdom

“

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. Tapiwa Huye**

Head Tanzania

“

I chose UniAthena for its **flexibility**, and I believed this program would help **broaden my thinking while grounding me in research**.

”



**Dr. Albert Kweku Longdon-Nyewa**

Head of Production Engineering Unit  
Ghana National Petroleum Corporation  
Ghana

“

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. Patience Dapaah**

Advocacy Advisor  
PATH  
Ghana

“

“Choosing UniAthena was **a great decision**. It provided valuable materials and offered all the administrative support I needed.”

”

# Study at **Home** **Graduate** in Italy

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

**Apply Now**

Connect to Admission Counselor

Email - [admissions@uniathena.com](mailto:admissions@uniathena.com)



They chased  
their dreams.

**Now it's  
your turn.**

**uniathena**

ATHENA GLOBAL EDUCATION

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