

Master of International Business Administration



Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA



**Qualifications
Scotland**
Teisteanasan Alba



Chartered
Management
Institute

**Awarding Body accredited
by the Ministry of Education,
Italy**

**Globally recognized triple
certification program**

**Flexible, fully online
delivery – learn at your pace**

**Affordable Pay
Structure**

**Personal tutor support
for every learner**

**Industry interface
through live webinars**



Empowering Global Business Leaders Through Online Learning

Pursue an Italian Master of International Business Administration from Anywhere

Elevate your career with UniAthena's Master of International Business Administration—a flexible, fully online program tailored for professionals aiming to thrive in the global marketplace.

Offered in collaboration with **Guglielmo Marconi University (Italy)**, this program is complemented by certifications from the **Qualifications Scotland, UK** and the **Chartered Management Institute (UK)**. The **triple-certified** Master of International Business Administration equips you with the knowledge and leadership skills needed to navigate international business challenges, drive cross-border growth, and lead with a global perspective.



Message From **Academic Director**



Col (Rtd). Anil Ahluwalia

Academic Director
UniAthena

Westford Education Group, through UniAthena, is committed to offering learners the highest quality international programs from Europe, the US, and other leading countries. We carefully select our partner universities to ensure every program is high-quality, practical, and aligned with industry needs. Our dedicated teaching and support staff focus on one goal: your success—both in the digital classroom and in your career. With UniAthena, you always have committed support throughout your educational journey.

Our distinguished international faculty combine academic excellence with real-world corporate experience, ensuring you graduate ready to lead and innovate. We warmly welcome you to UniAthena, the new era of affordable, flexible, and accessible learning.



Who We Are

UniAthena is an online higher education provider offering flexible and affordable learning solutions. Our vision is to make quality higher education available to all, empowering people from all walks of life through flexible and cost-effective learning opportunities.

As the latest venture of the Westford Education Group, UniAthena is on a high-growth trajectory in the dynamic ed-tech space, building on over a decade of expertise in higher education. With our reach extending to over 143 countries, we provide globally recognized Master, Doctoral programs, Postgraduate Certificates, and Free Short Courses, all developed in collaboration with renowned European universities and qualification bodies.

UniAthena's mission is to help learners from diverse backgrounds achieve internationally accredited qualifications and professional growth through accessible, fully online programs. We have a legal presence in the UAE, UK, and India. The entity operates in the UAE as Athena Global Education FZE.

About 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."

The grid contains the following logos:

- Westford Education Group logo
- Great Place To Work Certified logo
- Awards and certificates icon
- Westford University College
- CIQ Cambridge International Qualifications
- QUB Quality Improvement Board
- Westford Sports logo
- Schneide logo (Creative | Effective | Reliable)
- EC Exeed College logo
- Eaton Business School (EBS) logo
- Taito logo (Explore | Engage | Excel)
- Exeed ECX logo (Your Global Varsity)
- Anna Nursery & Primary School logo
- WIFT Westford Institute of Film Technology logo
- Airtics Education logo
- CPD Certified logo (The CPD Certification Service)
- FEDE logo (Federation for Education in Europe / Federation Européenne Des Ecoles)
- GEX Business School France logo (GEX Ecole de Management - France)





Why Choose UniAthena?

Flexible Learning

Choose between fixed or flexible schedules and bite-sized online modules—perfect for busy professionals. This allows you to balance your education with personal and work commitments seamlessly.

Personal Tutor Support

Dedicated personal tutors support your academic journey every step of the way. They provide tailored guidance, address your questions promptly, and help keep you motivated throughout the program.

World-Class Faculty

Be guided by expert instructors and mentors with deep industry insights and rich academic backgrounds in quality management, operations, analytics, and leadership. Their real-world experience ensures you gain practical knowledge that can be applied immediately.



Affordable Payment Plan

Pay-per-module and easy installment options (no hefty upfront fees—spread your investment comfortably). This financial flexibility makes advancing your career accessible without straining your budget.

Globally Recognized Accreditation

Learn with a truly international ecosystem, partnering with prestigious universities and awarding bodies. Your qualifications will be respected globally, opening doors to advanced career opportunities worldwide.



Program Overview

Step into global business with a high-impact program designed for professionals ready to lead across borders. The IMBA equips you with the strategic insight and practical skills needed to thrive in today's dynamic, multicultural business environment. Through a focus on strategic decision-making and financial acumen, you'll develop the depth and agility needed to tackle complex global challenges and seize leadership roles in diverse international markets.

Highlights of this course are:

- 01 The **90 ECTS** program is offered in partnership with **Guglielmo Marconi University (GMU)**, Italy.
- 02 **Triple Certification:** IMBA from GMU, Italy, Extended Diploma in International Business and Strategy from QS, UK, and a Certified Manager from CMI, UK (Optional).
- 03 Guglielmo Marconi University (GMU) is accredited by the Italian Ministry of Education, aligned with the Bologna Process under EHEA, and recognized by **NARIC**.
- 04 Learners build cross-functional expertise, solve real-world business challenges, and graduate ready to lead with confidence in diverse global markets
- 05 Whether managing multicultural teams or scaling international ventures, the IMBA equips you to take strategic decisions that drive long-term business impact.
- 06 One-year complimentary Affiliate Membership with CMI.
- 07 Option to attend the convocation in Italy.

Why This Course?

Global Business Mastery:

Develop advanced expertise in strategic HR, finance, international marketing, operations, and sustainability, essential for thriving in international markets.



Real-World Application:

Apply strategic tools and research insights to solve real business problems in global contexts, particularly through the dissertation project.

Globally Recognized Credentials:

Earn an internationally respected MBA entirely online, with flexible learning and payment plans to suit your professional journey.



Certifications included in this course

Master of International Business Administration Issued by Guglielmo Marconi University, Italy.



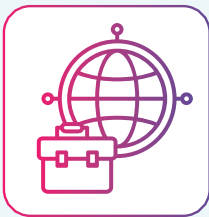
Extended Diploma in International Business and Strategy issued by the Qualifications Scotland, UK



Certified Manager
Issued by the Chartered Management Institute, UK (Optional).



Potential Career Roles



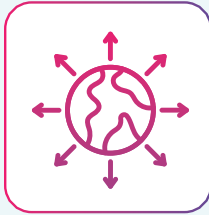
International Business Development Manager



Global Project Manager



Operations Manager (International Markets)



Strategy Consultant (Global Expansion)



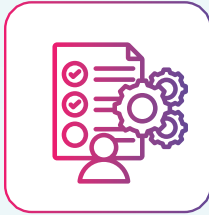
International Marketing Manager



Financial Analyst (Global Markets)



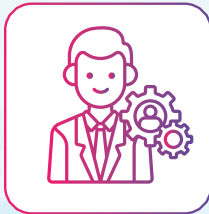
Human Resource Manager (Global Talent Management)



Management Consultant (Cross-Border Projects)



Entrepreneur / Global Business Owner



General Manager (International Operations)



How you **Learn**

We provide a rich learning environment that fosters collaboration, innovation, and personal growth. Engage with a scientifically developed learning pedagogy that ensures a quality and effective journey for the learners. Enjoy a seamless learning experience tailored to your level of expertise on the subject matter.



Video Classes

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



Personal Tutor

One-to-one personal tutor meetings will clarify your doubts and also guide your assignments.



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.



Collaborative Learning

Discussion Forums, webinars, and business scenario presentations will extend your learning beyond the curriculum and open a new world before you.

We offer webinars with industry leaders and career development workshops to help you build your professional network and advance your career.

Program Structure

Modules Overview

No	Module Type	Module Name	ECTS Equivalent
Part A			
1	Core	Strategic Leadership and HR Practices in Organisations	10 ECTS
2	Core	Operations and Project Management	10 ECTS
3	Core	Strategic Management	10 ECTS
4	Core	Accounting for Next Generation Leaders	10 ECTS
5	Core	International Marketing Management	10 ECTS
6	Core	Sustainability and Business	10 ECTS
7	Core	Strategic Supply Chain and Logistics Management	10 ECTS
Part B			
1	Core	Research Methods	8 ECTS
2	Core	Research and Dissertation	12 ECTS
Total Credits			90 ECTS

Module Description



Strategic Leadership and HR Practices in Organisations

Level: EQF Level 7
Credits: 10 ECTS

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



Operations and Project Management

Level: EQF Level 7
Credits: 10 ECTS

The module provides an introduction to a broad range of operations and project management problems, tools, and knowledge that managers face in modern organizations.



Strategic Management

Level: EQF Level 7
Credits: 10 ECTS

The module develops skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration.



Accounting for Next Generation Leaders

Level: EQF Level 7
Credits: 10 ECTS

The module covers analysis and interpretation of financial statements of contemporary firms, cost classification, investment appraisal, and budgeting of an organisation.



International Marketing Management

Level: EQF Level 7

Credits: 10 ECTS

This module demonstrates knowledge and understanding of contemporary theories and their applications in the research field of international marketing and management



Sustainability and Business

Level: EQF Level 7

Credits: 10 ECTS

This module examines how organizations align with sustainability goals, addressing economic and social issues through CSR. It focuses on innovation, biodiversity, and closed-loop supply chains, while reviewing global sustainability challenges and opportunities.



Strategic Supply Chain and Logistics Management

Level: EQF Level 7

Credits: 10 ECTS

This module supports strategic decision-makers as well as operational managers to manage successful logistics across their business.



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.



Research & Dissertation

Level: EQF Level 7

Credits: 12 ECTS

This module develops students' ability to undertake independent research, exploring complex business issues using appropriate methodologies, and equips them to apply research findings effectively within real-world organisational and managerial settings.

Assessment

Each module will be assessed through a summative assignment that every learner must complete. These assessments, along with reflective exercises, are designed to align with the intended learning outcomes of each module, encouraging continuous personal, professional, and academic development.

The final research element, including the Research and Dissertation, will be conducted under the guidance of a supervisor appointed by UniAthena. Learners are required to submit a comprehensive Research and Dissertation report of approximately 12,000 words, demonstrating their ability to apply theoretical knowledge to practical and research-based contexts.



Admissions & Eligibility



Entry Routes



Academic Route

A bachelor's degree from an accredited university (or academic equivalent) in any subject.



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.



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. Applicants should be 23 years of age or above. Admission through Mature Entry Route will be subject to the discretion of 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.

Fee & Charges

Fixed Plan

Registration Fees	\$500 (To Start with the course)
Course Fee	\$4200 (To be paid on a Monthly basis, \$420 Per Month, Total 10 Installments)
QS - Diploma Certification Fee	\$300 (On Completion Of Course Modules)
Course Certification Fee	\$1000 (To Be Paid Upon Successful Completion Of The Program)
Total Fee	\$6000
CMI Certificate Fee	\$300 (Optional)

Flexible Plan

Module Fee	\$4600 (\$575 per Module, Total 8 Modules)
Dissertation Fee	\$1000 (To Be Paid In 2 Installments Of \$500 Each)
QS - Diploma Certification Fee	\$300 (On Completion Of Course Modules)
Course Certification Fee	\$1000 (To Be Paid Upon Successful Completion Of The Program)
Total Fee	\$6900
CMI Certificate Fee	\$300 (Optional)

Testimonial



The reward of completing your studies outweighs any self-imposed challenges you may face.

Andrea Bellato
Project Assistant



Master of International Business Administration
Batch 2020 | Portugal



Learning at my own pace with the lectures available online was a new challenge to me. Life always finds a way to distract, so it took a new-found discipline to complete my coursework and have enough time for dissertation. I owe a lot of my newfound discipline to my supervisor, Ruchika. She helped me realise that this is what I wanted and that I had it in me all along. The reward of completing your studies outweighs any self-imposed challenges you may face. If you are looking for a step up in your career or the confidence to make your own way with the qualifications to back you, I highly recommend taking a course with UniAthena. Doors will open for you, literally and figuratively, as you step into your true potential.

International Advantage

Study **Remote**, **Graduate** in Italy

Attend the prestigious GMU convocation in Rome as a UniAthena graduate. Join a diverse, global network and benefit from international recognition of your credentials.



Guglielmo Marconi University, Italy



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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 the 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.



Qualifications Scotland, UK



Qualifications Scotland, UK is the executive public body of the Scottish government responsible for accrediting educational awards and is accredited by the UK government to offer educational qualifications. Being one of the four partner national organisations in the Curriculum for Excellence, QS designs and develops new qualifications and assessments, validates qualifications, and reviews them to ensure they are up to date. It has created the Scottish Credit and Qualifications Framework (SCQF).

The SCQF supports lifelong learning and can help:

People of all ages and circumstances should have access to appropriate education and training over their lifetime, so as to fulfil their personal, social, and economic potential

Employers, learners, and the general public need to understand the full range of Scottish qualifications, how qualifications relate to each other and to other forms of learning, and how different types of qualifications can contribute to improving the skills of the workforce.

The SCQF helps describe both programmes of learning and qualifications, supports the development of progression routes, and maximizes the opportunities to transfer credit points between qualifications to ensure that a learner does not have to repeat any learning they have already undertaken. The SCQF also helps to illustrate the relationships between Scottish qualifications and those in the rest of the UK, Europe, and beyond, which can clarify opportunities for international progression routes and credit transfer.



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 their 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.

How to Apply

- Register for a free 7-day trial on the UniAthena [Master of International Business Administration Page](#)
- Submit your online enrollment application.
- Begin your MBA once your admission is approved and the first payment is completed.

Contact & Next Steps

- Ready to advance your career in International Business Administration with UniAthena?
- Begin your journey toward global leadership and specialized expertise today!

Apply Now





"Be the next to wear
the cap and gown."

uniathena

Flexible | Affordable | Accessible

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