



# MBA in General Management

Fast Track



**Unimarconi**  
LA PRIMA UNIVERSITÀ  
DIGITALE ITALIANA



CAMBRIDGE  
INTERNATIONAL  
QUALIFICATIONS



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**



# Your Fast-track Route to Executive Readiness

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*Pursue an Italian MBA in General Management from the Comfort of Your Home*

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Advance your career with UniAthena's **MBA in General Management**—a fully online program designed to equip professionals with essential managerial, strategic, and leadership skills for today's dynamic business environment.

Delivered in collaboration with **Guglielmo Marconi University (Italy)**, this program is complemented by certifications from **Cambridge International Qualifications (UK)** and the **Chartered Management Institute (UK)**. The triple-certified MBA in General Management empowers you to lead organizations, optimize operations, and drive strategic initiatives, preparing you for success in diverse industries and global markets.



# Message From **Academic Director**

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.

## **Col (Rtd). Anil Ahluwalia**

Academic Director  
UniAthena



# 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 (Main Logo)
- Great Place To Work Certified
- Westford University College
- CIQ Cambridge International Qualifications
- OU Accredited
- Westford Sports
- Schneide (Creative | Effective | Reliable)
- EC Exeed College
- Eaton Business School (EBS) - Inclusive Education
- Taito (Explore | Engage | Excel)
- Exeed ECX (Your Global Varsity)
- Anna Nursery & Primary School (Westford Education Group)
- WIFT (Westford Institute of Film Technology)
- Airtics Education
- CPD Certified (The CPD Certification Service)
- FEDE (Federation for Education in Europe / Federation Europeenne Des Ecoles)
- GEX Business School France (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

This FastTrack program is designed for working professionals looking for an accelerated yet comprehensive path to leadership excellence. This program equips you with strategic, cross-functional expertise to drive business success, enhancing your ability to lead effectively, make data-driven decisions, and manage key business functions with agility and insight. Whether you're focused on driving operational improvements, leading teams, or navigating complex business landscapes, this MBA equips you with the tools and insights needed to lead with confidence and purpose.

## Highlights of this course are:

- 01** This **90 ECTS** program is delivered in partnership with Guglielmo Marconi University (GMU), Italy, a university accredited by the Ministry of Education, Italy, and a proud member of the Bologna Process under the European Higher Education Area (EHEA).
- 02** **Guglielmo Marconi University** is also **NARIC-approved**, ensuring international academic recognition.
- 03** Graduates will earn an **MBA** from GMU, Italy, a **Postgraduate Diploma in Organisational Leadership** from Cambridge International Qualifications (CIQ), UK, and a **Certified Manager** certification from the Chartered Management Institute, UK (Optional).
- 04** This intensive program is built around seven core modules and two research-based components, allowing students to apply theory in real-world contexts from the start. Whether you're advancing in operations, HR, finance, or strategy, the curriculum equips you to lead with clarity and competence.
- 05** Students also receive a one-year complimentary Affiliate Membership with the Chartered Management Institute (CMI), UK.
- 06** Option to attend the annual convocation hosted by GMU in Italy.

# Why This Course?

## Holistic Business Expertise:

Build strategic insight across core business areas, including HR, finance, sustainability, marketing, and supply chain.



## Applied Learning for Real Impact:

Tackle real-world challenges through a Mid-Term Project and final Dissertation focused on analytical problem-solving.

## Globally Recognized & Flexible:

Earn triple certification with a 100% online, FastTrack format, designed for professionals advancing without a career break.



# Certifications included in this course

**MBA in General Management** Issued by Guglielmo Marconi University, Italy.



**Postgraduate Diploma in Organisational Leadership** issued by Cambridge International Qualifications, UK.



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



# Potential Career Roles



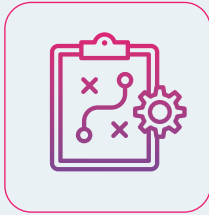
**Business Development Manager**



**Project Manager**



**Operations Manager**



**Strategy Consultant**



**Marketing Manager**



**Financial Analyst**



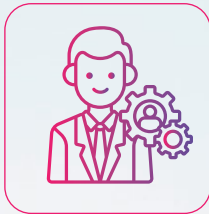
**Human Resource Manager**



**Management Consultant**



**Entrepreneur**



**General Manager**



# 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
<b>Part A</b>			
1	Core	Human Resource Management	10 ECTS
2	Core	Sustainability and Business	10 ECTS
3	Core	International Marketing Management	10 ECTS
4	Core	Mid Term Project	10 ECTS
5	Core	Strategic Management And Leadership	10 ECTS
6	Core	Finance For Business	10 ECTS
7	Core	Strategic Supply Chain And Logistics Management	10 ECTS
<b>Part B</b>			
1	Core	Research Methods	8 ECTS
2	Core	Research and Dissertation	12 ECTS
<b>Total Credits</b>			<b>90 ECTS</b>

# Module Description



## Human Resource Management

Level: EQF Level 7

Credits: 10 ECTS

This module discusses the importance of HRM practices, the concept of organizational behavior, and its impact on the global organization.

## 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.



## International Marketing Management

Level: EQF Level 7

Credits: 10 ECTS

This module helps to develop knowledge and understanding of contemporary theories and their applications in international marketing and management.

## Midterm Project

Level: EQF Level 7

Credits: 10 ECTS

This module develops learners' analytical, problem-solving, and decision-making skills through an individual mid-term project that applies business theories to real-world challenges across key functional areas.





## Strategic Management And Leadership

Level: EQF Level 7

Credits: 10 ECTS

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

## Finance For Business

Level: EQF Level 7

Credits: 10 ECTS

Builds understanding of the aspects of financial statement evaluations, considering the impact of economic factor on the businesses.



## 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 develops learners' analytical, problem-solving, and decision-making skills through an individual mid-term project that applies business theories to real-world challenges across key functional areas.





## Research and Dissertation

Level: EQF Level 7

Credits: 12 ECTS

The dissertation is an opportunity for learners to demonstrate their ability to investigate issues of their own choice over a significant period of time.

## Assessment

Each module is evaluated through a blend of formative and summative assessments. 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 Dissertation, will be conducted under the guidance of a supervisor appointed by UniAthena. Learners are required to submit a comprehensive Research & 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](mailto: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 & Payment Plans

## Fixed Plan

### Registration Fees

**\$500** (To Start with the course)

### Course Fee

**\$4150** ( To be paid on a Monthly basis,  
\$415 Per Month, Total 10 Installments)

### PGD-CIQ Certification Fee

**\$300** (On Completion Of Course Modules)

### Course Certification Fee

**\$1000** (To Be Paid Upon Successful  
Completion Of The Program)

**Total Fee: \$5950**

### CMI Certificate Fee

**\$300** (Optional)



As a mother, wife,  
and working professional,  
I never imagined  
I could balance it all,  
but UniAthena made  
it possible.

**Wenny Gotama Oey**  
Executive Director  
Mevan Asia Pte Ltd.



**MBA in General Management- FastTrack  
Batch 2024 | Singapore**

Pursuing my MBA with UniAthena has truly been a life-changing journey. As a mother, wife, and working professional, I never imagined I could balance it all, but UniAthena made it possible. The platform is incredibly flexible and affordable, allowing me to learn at my own pace without sacrificing my responsibilities at home or at work. The tutors were not just knowledgeable, but genuinely supportive and responsive, guiding me through every challenge. This experience has empowered me, boosted my confidence, and reminded me that with the right support, dreams are always within reach. Thank you, UniAthena, for walking this journey with me.



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International Advantage

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# 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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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.

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.



# Cambridge International Qualifications, UK



Cambridge International Qualifications (CIQ), UK, is a professional awarding body based in the United Kingdom. CIQ is founded on the vision of helping individual learners and employers in attaining quality accredited awards. With centers across the Middle East, Europe, and the African region, CIQ is a proud certification partner for more than 100 organizations and has a progression pathway with some of the leading universities across the world.

CIQ offers credit-rated programs under the Scottish Credit Qualification Framework (SCQF) through the credit rating agency Scottish Qualifications Authority, which enables the learner to attain UK-regulated qualifications. Apart from the credit-rated programs, CIQ also offers stand-alone professional diploma and certification programs, which have been developed based on the current needs of the industry. CIQ also partnered with NCFE-UK (Northern Council for Further Education) and TQUK (Training Qualifications, UK) for joint certification for the courses developed by CIQ.

CIQ has gained a reputation for the high-quality support services provided to the education sector. It works with schools, colleges, universities, and corporate bodies as well as Government agencies to provide relevant, effective, and flexible programs. Their qualification and assessment framework is up-to-date, result-oriented, and meets the defined values as per international standards. CIQ qualifications are approved for progression to higher qualifications offered by International Universities around the globe.

The CIQ qualification and assessment framework has been developed in consultation with leaders from various corporate bodies, government agencies, and universities around the world. CIQ programmes are frequently assessed to enhance quality and ensure they are relevant for the rapidly changing global market, as well as career opportunities for ambitious individuals. The CIQ Qualification and assessment framework is available throughout the world and may be accessed via their “Approved Centre Network”.



# 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.



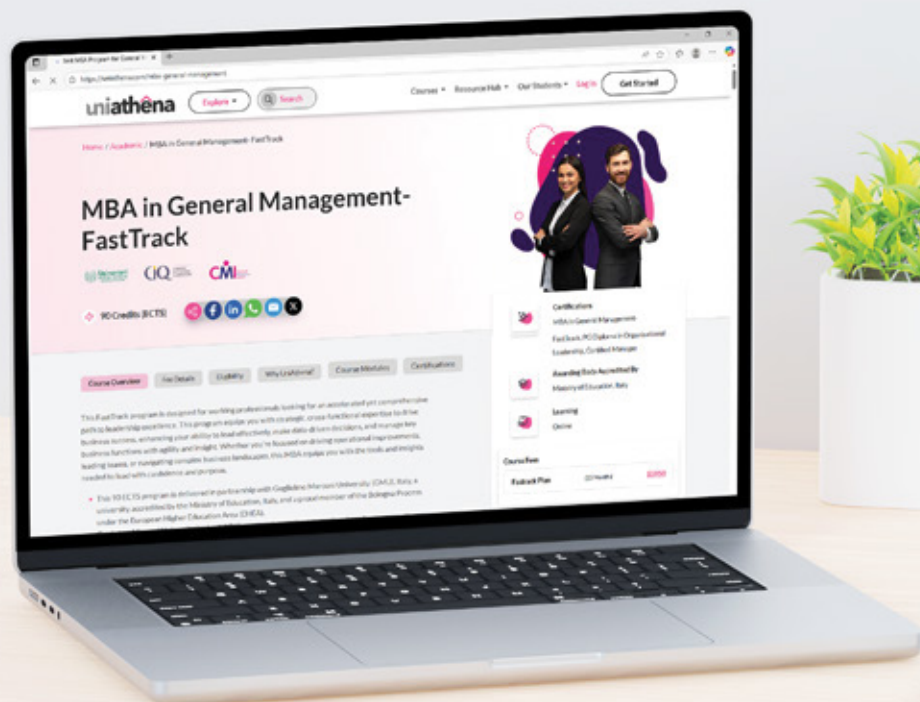
## How to Apply

- Register for a free 7-day trial on the UniAthena [MBA in General Management- FastTrack 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 with a Master of Business Administration from 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

#### MIDDLE EAST

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