

uniathena



# MBA in UI/UX Design & Digital Product Strategy



**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**





# Cultivating Design-Savvy Leaders Through Strategic Digital Mastery

---

*Pursue an Italian MBA in UI/UX Design and Digital Product Strategy from the Comfort of Your Home*

---

Advance your career with UniAthena's **MBA in UI/UX Design and Digital Product Strategy**—a flexible, fully online program designed to empower professionals with essential skills in user experience design, digital product strategy, and innovative business leadership in today's fast-paced, tech-driven world.

Delivered in collaboration with **Guglielmo Marconi University (Italy)** and complemented by certifications from **Cambridge International Qualifications (UK)** and the **Chartered Management Institute (UK)**, this triple-certified MBA equips you with the expertise to lead digital transformation, optimize user-centric design, and manage digital product lifecycles, preparing you to excel in global tech companies, startups, and design-driven businesses.

# 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
- QAU Quality Assurance Agency for Higher Education
- 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 Européenne 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 strong academic foundations and real-world experience across management, leadership, project execution, design strategy, UI/UX, and digital product development. Their industry-backed expertise ensures you gain practical, application-ready knowledge in human-centered design, product innovation, research methods, and strategic business decision making.



## 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

UniAthena's MBA in UI/UX Design and Digital Product Strategy is designed to help creative professionals master the intersection of user-centered design, digital innovation, and strategic leadership. Whether you're aiming to lead design teams, manage digital product development, or align UX with business goals, this dual-focus MBA gives you the edge you need. With modules covering Design Thinking, UX Research, Agile Methodologies, and Product Lifecycle Management, the program empowers learners to think strategically and act creatively.

## Highlights of this course are:

- 01** This 90 ECTS MBA program is offered in partnership with Guglielmo Marconi University, Italy. Learners can also earn an **Advanced Diploma in UI/UX Design and Digital Product Strategy** from CIQ, UK, and an optional **Certified Manager Certification** from CMI, UK.
- 02** **Guglielmo Marconi University** is accredited by the Ministry of Education, Italy, a member of the Bologna Process in the European Higher Education Area (EHEA), and is **NARIC-approved**.
- 03** Crafted with a practitioner's mindset, this curriculum combines case-based learning with a capstone project, where learners independently tackle industry challenges through creative design and strategy.
- 04** As a learner, you'll receive a one-year complimentary Affiliate Membership with CMI and may attend the university's annual convocation in Italy.

# Why This Course?

## Design Leadership, Redefined:

This MBA trains professionals to move beyond wireframes and workflows into leadership positions where they can influence digital strategy, business outcomes, and user experience on a global scale.



## Unmatched Flexibility:

With 100% Online Delivery, Dedicated Personal Tutor Support, and flexible payment options, the program is crafted for professionals balancing work and study. Choose a fast-track plan or pace your learning as per your personal and professional goals.

## Built for Real-World Impact:

The application-based curriculum emphasizes usability testing, A/B experiments, UX research, business modeling, and agile project delivery, helping learners turn theory into value-driven design practices.



# Certifications included in this course

## MBA in UI/UX Design and Digital Product Strategy

Issued by Guglielmo Marconi University, Italy.



**Unimarconi**  
LA PRIMA UNIVERSITÀ  
DIGITALE ITALIANA

## Advanced Diploma in UI/UX Design and Digital Product Strategy

Issued by Cambridge International Qualifications, UK.



CAMBRIDGE  
INTERNATIONAL  
QUALIFICATIONS

## Certified Manager

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



Chartered  
Management  
Institute



# Potential Career Roles



**UI/UX Design Manager**



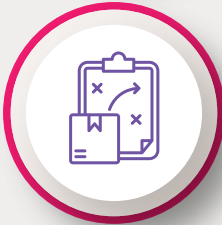
**Business Development Manager (Digital Products)**



**Digital Product Manager**



**Project Manager (UX/UI Projects)**



**Product Strategy Consultant**



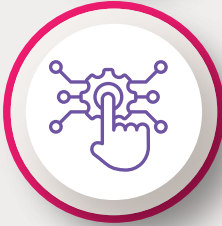
**Customer Experience Manager**



**User Experience Researcher**



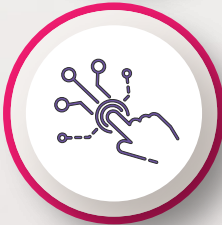
**Entrepreneur / Digital Product Founder**



**Digital Transformation Manager**



**General Manager (Tech Companies)**



**Interaction Designer**



# 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	General Management	10 ECTS
2	Core	Strategic Leadership & HR Practices in Organisations	10 ECTS
3	Core	Strategic Project Management & Implementation	10 ECTS
4	Core	Mid Term Project	10 ECTS
5	Core	Design Thinking	10 ECTS
6	Core	UI/UX Essentials	10 ECTS
7	Core	Digital Product Development	10 ECTS
<b>Part B</b>			
1	Core	Research Methods	8 ECTS
2	Core	Capstone Project	12 ECTS
<b>Total Credits</b>			<b>90 ECTS</b>

# Module Description



## General Management

Level: EQF Level 7  
Credits: 10 ECTS

This module explores vital general management concepts, including theories, stakeholder and change management, offering practical insights for real-world implementation.

## Strategic Leadership & HR Practices in Organisations

Level: EQF Level 7  
Credits: 10 ECTS

The purpose of this module is to discuss and explain the role of strategic HRM and Leadership practices in an organization and their influence on the overall performance and competitiveness of the organization.



## Strategic Project Management & Implementation

Level: EQF Level 7  
Credits: 10 ECTS

This module equips learners with the knowledge and skills to navigate the entire project lifecycle, from conception to completion. Learners will understand core project management concepts, data management, and key business documents.



## 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.





## Design Thinking

Level: EQF Level 7

Credits: 10 ECTS

This module teaches human-centered design thinking for creative problem-solving, enabling professionals and organizations to tackle complex challenges and drive large-scale impact.

## UI/UX Essentials

Level: EQF Level 7

Credits: 10 ECTS

Learners will understand the role and importance of User Experience (UX) Design, along with the responsibilities of a UX Designer, the key elements of UX design, and the laws governing the same.



## Digital Product Development

Level: EQF Level 7

Credits: 10 ECTS

This module provides a comprehensive understanding of the product development process, product life cycle, and management, as well as the application of design and innovation.

## 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





## Capstone Project

Level: EQF Level 7

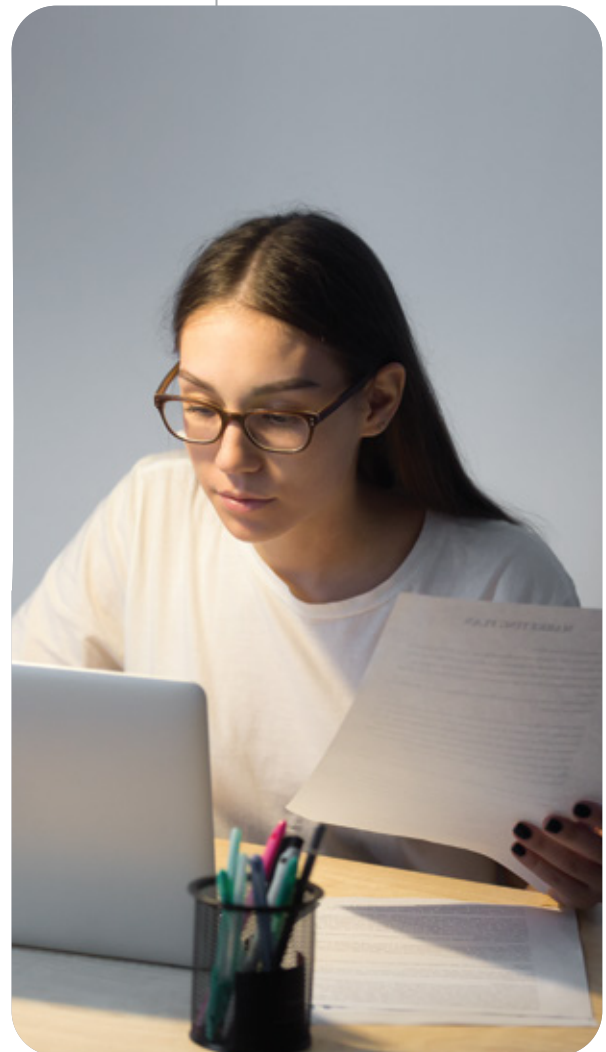
Credits: 12 ECTS

The Capstone Project will equip learners to create a usable project through which they can integrate, synthesise, and demonstrate all their knowledge in a multi-faceted way to potential employers.

## 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 Capstone Project, will be conducted under the guidance of a supervisor appointed by UniAthena. Learners are required to submit a comprehensive Capstone Project 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 the 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

**\$3800** (To Be Paid On A Monthly Basis,  
\$380 Per Month, Total 10 Installments)

### Advanced Diploma Certification Fee

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

### Course Certification Fee

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

### Total Fee

**\$5600**

### CMI Certificate Fee

**\$300** (Optional)

## Flexible Plan

### Module Fee

**\$4000** (500 per Module, Total 8 Modules)

### Capstone Project Fee

**\$1200** (To Be Paid In 2 Installments of \$600 Each)

### Advanced Diploma Certification Fee

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

### Course Certification Fee

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

### Total Fee

**\$6500**

### CMI Certificate Fee

**\$300** (Optional)

# Testimonial



**Milos Trifunovic**  
General Manager



**Master in Data Sciences**  
**Batch 2022 | Spain**

"The program has proven immensely beneficial, equipping me with the requisite expertise to address intricate data challenges in my field."

It is with great pleasure that I share my experience regarding the Master in Data Science program at UniAthena. The learning journey has been profoundly enriching, characterized by a rigorous exploration of advanced data analysis techniques and methodologies. Professionally, the program has proven immensely beneficial, equipping me with the requisite expertise to address intricate data challenges in my field. I wholeheartedly endorse this program to aspiring Data Scientists and Professionals seeking to enhance their analytical acumen.

UniAthena's Master in Data Science stands as a testament to academic excellence and practical relevance. The decision to enroll in UniAthena was underpinned by its distinguished faculty, comprehensive curriculum, and esteemed reputation in the realm of data science education. Opting for UniAthena has undeniably catalyzed my professional growth and development.

---

## 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



**Unimarconi**  
LA PRIMA UNIVERSITÀ  
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.

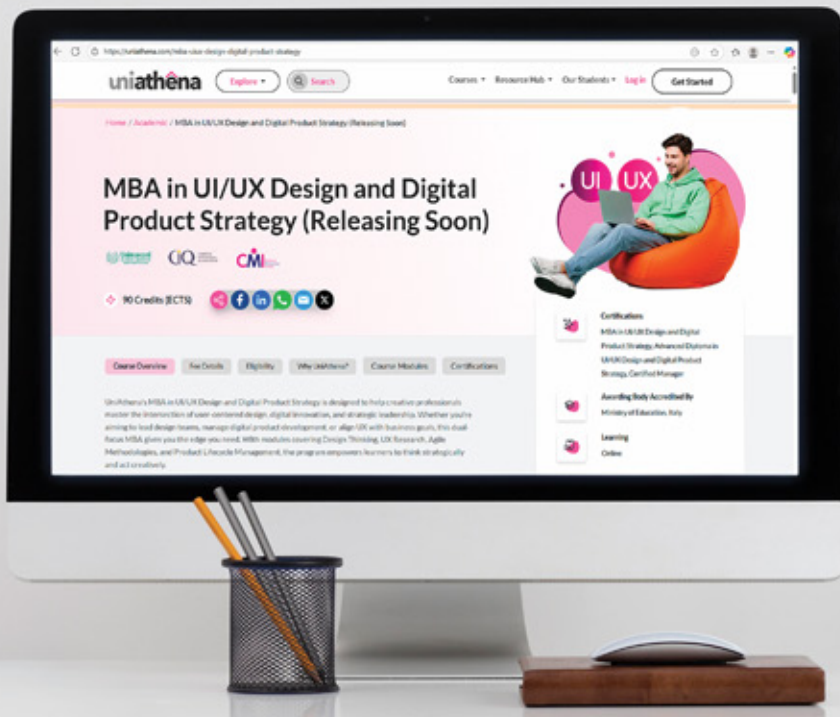
## How to Apply >>

- Register for a free 7-day trial on the UniAthena [MBA in UI/UX Design and Digital Product Strategy 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 an MBA in UI/UX Design and Digital Product Strategy 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**

Athena Global Education FZE  
Block L-03, First Floor,  
P O Box 519265, Sharjah  
Publishing City,  
Free Zone, Sharjah, UAE  
Phone : +971 55 879 5492

**UK**

Athena Global Education  
Magdalen Centre, Robert  
Robinson Avenue,  
Oxford, OX4 4GA, UK  
Phone : 01865 784299

**INDIA**

Uniathena Private Limited  
9A, Midas Tower  
Phase 1  
Hinjewadi Rajiv Gandhi  
Infotech Park  
Pune-411057  
Phone: +91 9145665544