



# Master of Business Administration



**Unimarconi**  
LA PRIMA UNIVERSITÀ  
DIGITALE ITALIANA



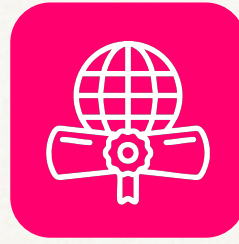
CAMBRIDGE  
INTERNATIONAL  
QUALIFICATIONS



Chartered  
Management  
Institute



Awarding Body  
accredited by  
the Ministry of  
Education, Italy



Globally  
recognized triple  
certification  
program



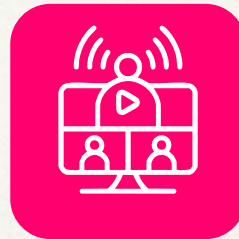
Flexible,  
fully online  
delivery – learn  
at your pace



Affordable  
Payment  
Structure



Personal tutor  
support for  
every learner



Industry  
interface through  
live webinars



# Empowering Business Leaders Through Borderless, Online Learning

## Pursue an Italian MBA from the Comfort of Your Home

Advance your career with UniAthena's **Master of Business Administration**—a flexible, fully online program designed to empower professionals with essential managerial, strategic, and leadership skills for today's dynamic business environment.

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 to lead with confidence, drive organizational growth, and excel in the global business landscape.



# Message from 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.

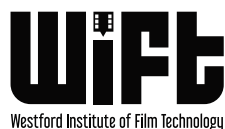


# Westford Education Group

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 towards 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."



# 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.

## 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.



## 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.

## 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.



## 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.

# Program Overview

UniAthena's Master of Business Administration offers ambitious professionals a practical, strategic, and research-driven foundation in global business leadership. This program spans key functions such as operations, marketing, human resources, and sustainability, while also embedding analytical tools and project-based learning for real-world impact.



- This **90 ECTS** MBA program is offered in partnership with **Guglielmo Marconi University, Italy**.
- **GMU** Italy is **accredited by the Ministry of Education, Italy**, and is a member of the Bologna Process in the European Higher Education Area (EHEA). It is also a **NARIC-approved university**.
- **Triple certification:** MBA from Guglielmo Marconi University, Italy, Postgraduate Diploma in Business Administration from Cambridge International Qualifications, UK, and Certified Manager Certification from Chartered Management Institute, UK (Optional).
- The curriculum is structured around dynamic modules, including core subjects, electives, and project-based research components.
- Students will build the confidence and capability to solve complex business problems, drive performance, and lead cross-functional teams.
- With options to specialize in Supply Chain Management or Business Analytics, students can tailor their experience to align with professional goals.
- Graduates of the MBA program are equipped with the skills and knowledge to pursue leadership roles across diverse industries, including finance, marketing, operations, consulting, and supply chain management.
- Receive a one-year complimentary Affiliate Membership with CMI.
- Option to attend the **annual convocation** conducted by the University in Italy.

# Why This Course



## Integrated Curriculum:

The MBA covers a broad spectrum of business areas from operations and project management to global marketing, HRM, and sustainability, building comprehensive managerial insight.

## Industry-Relevant Application:

The program places a strong emphasis on practical skills, critical thinking, and data-driven decision-making, helping learners apply academic theory to real-world challenges.



## Specialization Tracks:

Through electives in Supply Chain Management or Business Analytics, learners gain depth in emerging, high-demand areas of global business.

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# Triple Certification

- **Master of Business Administration** issued by Guglielmo Marconi University, Italy.
- **Postgraduate Diploma in Business Administration** 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 / Business Owner



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.



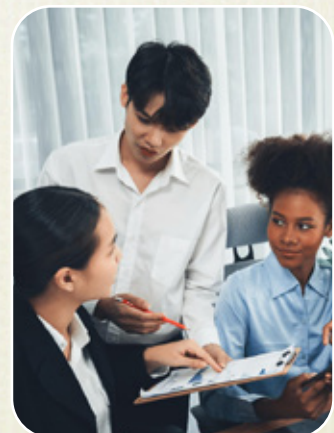
## Online Library

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

Module No	Module Type	Module Name	ECTS Equivalent
<b>Part A</b>			
1	Core	Operations and Project Management	10
2	Core	International Human Resource Management	10
3	Core	International Marketing Management	10
4	Core	Mid Term Project	10
5	Core	Strategic Management	10
6	Core	Sustainability and Business	10
7	Elective	Supply Chain and Logistics Management	10
		Introduction To Analytics For Business	
<b>Part B</b>			
1	Core	Research Methods	8
2	Core	Research and Dissertation	12
<b>Total Credits</b>			<b>90</b>

# Module Description



## Operations and Project Management

Level: EQF Level 7  
Credits: 10 ECTS

This module introduces you to a comprehensive range of operations and project management challenges, techniques, and best practices that managers encounter in modern organizations, providing a solid foundation for effective management and problem-solving.



## International Human Resource Management

Level: EQF Level 7  
Credits: 10 ECTS

This module provides learners with the essential knowledge, skills, and competencies to successfully manage human resources and drive organizational success.



## 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.



## Mid Term 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

Level: EQF Level 7  
Credits: 10 ECTS

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



## 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.



## Supply Chain and Logistics Management (Elective 1)

Level: EQF Level 7  
Credits: 10 ECTS

This module supports strategic decision-makers in international and domestic markets to manage successful logistics across their business.



## Introduction To Analytics For Business (Elective 2)

Level: EQF Level 7  
Credits: 10 ECTS

The module facilitates a better understanding of primary and secondary data affecting operational efficiency and various thought models to improve business decisions.



## 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 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 Method

Each module will be assessed through a combination of formative and summative assessments. Formative assessment will follow a continuous assessment strategy that will include unit-wise assessments, followed by a summative assessment that is formulaed to be more aligned with personal reflection questions that are mapped against the expected learning outcomes of the module. Research and dissertation will be supported by a supervisor appointed by UniAthena, and the learner is expected to submit an extensive report of 12,000 words. At this stage, learners will have the option to choose a business project instead of a dissertation.

# Admissions & Eligibility

## Entry Routes

### **Academic Route:**

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

### **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 the 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.

### **English 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.



# Fees & Payment Plans

## Fixed Plan

Registration Fees	<b>\$500</b> (To Start With The Course)
Course Fee	<b>\$3800</b> (To Be Paid On A Monthly Basis, \$380 Per Month, Total 10 Installments)
PGD-CIQ Certification Fee	<b>\$300</b> (On Completion Of Course Modules)
Course Certification Fee	<b>\$1000</b> (To Be Paid Upon Successful Completion Of The Program)
<b>Total Fee</b>	<b>\$5600</b>
CMI Certificate Fee	<b>\$300</b> (Optional)

## Flexible Plan

Module Fee	<b>\$4200</b> (\$520 per Module for the first 7 Modules, \$560 for the 8th Module)
Capstone Project Fee	<b>\$1000</b> (To Be Paid In 2 Installments Of \$500 Each)
PGD-CIQ Certification Fee	<b>\$300</b> (On Completion Of Course Modules)
Course Certification Fee	<b>\$1000</b> (To Be Paid Upon Successful Completion Of The Program)
<b>Total Fee</b>	<b>\$6500</b>
CMI Certificate Fee	<b>\$300</b> (Optional)



**"I was welcomed into a world of academic excellence and support that exceeded all expectations."**



**Rabih Massaad**

Deputy General Manager  
Democratic Republic of the Congo

I am absolutely thrilled to share my exceptional experience with UniAthena, a platform that truly stands out in the realm of education. From the moment I enrolled, I was welcomed into a world of academic excellence and support that exceeded all expectations. My journey with UniAthena was made extraordinary by the unwavering dedication and expertise of my tutor, Ruchika Nangia. Ruchika's guidance was instrumental in helping me navigate through challenging coursework, grasp complex concepts, and ultimately excel in my studies. Her personalized approach, patience, and genuine passion for teaching not only empowered me academically but also instilled in me a newfound confidence in my abilities.

Additionally, I must express my heartfelt gratitude to the esteemed faculty at UniAthena. Their commitment to fostering a dynamic learning environment enriched my educational experience immensely. Their depth of knowledge, coupled with their ability to engage and inspire students, ensured that each lesson was not only informative but also thought-provoking and enriching.

UniAthena has truly redefined my perception of online education, proving that with the right resources and support, achieving academic success is not only attainable but immensely rewarding. I wholeheartedly recommend UniAthena to anyone seeking a transformative educational experience, and I extend my sincerest thanks to Ruchika Nangia, the academic professors, and the entire UniAthena team for their invaluable contributions to my academic journey.

**Master of Business Administration | Batch 2023**



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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.



# Our Esteemed Academic and Professional Affiliations

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## Guglielmo Marconi University, Italy



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**

STEP  
**01**

**Register** for a free 7-day trial on the UniAthena **Master of Business Administration** page.

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STEP  
**02**

**Submit** your online enrollment application.

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STEP  
**03**

**Begin your MBA** once your admission is approved and the first payment is completed.

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# Contact & Next Steps

Ready to advance your career with a **Master of Business Administration** from UniAthena?

Begin your journey toward **global leadership** and **managerial excellence** today.

 [Apply Now](#)

# uniathena

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