

MBA in General Management

Post Graduate Diploma in
Organisational Leadership

Fasttrack Learning

Get Graduated in
Less than **a Year**

Prospectus 2020 - 2021



Message From The Dean



Dr. William E. Painter, PhD
Westford Education Group

Westford Education Group through Athena Global Education is dedicated to offering our students the highest quality international programs from Europe, US and other leading countries. We carefully select our partner universities to ensure that each program is fully accredited, internationally recognized, and industry appropriate. Our teaching staff, student support staff, and partner staff are focused on one thing: your success, Success in the classroom and success in your career. And whether you take one of our programs from any of our partner universities you will always have Westford right at your side, helping you along each step of your path to success.

Athena has distinguished international faculties educated in renowned universities. Our professors and trainers are excellent in both research and teaching,

and they are committed to providing students a top-rate education. Many of them also have significant corporate experience and serve on corporate management boards.

Our reports indicate that our graduates have the functional and industry knowledge they expect from executive education. Our students possess the ability to get things done as effective leaders and as strong team players, not only that they also have the talent to identify and build opportunities. Wishing you an enriching and enjoyable learning experience and success.”

We warmly welcome you to Athena Global Education, the new era education which is affordable, flexible and accessible.

WHO WE ARE

More than a decade of experience in higher education, the Westford Education Group expanded its operation globally significantly. Currently we educate students from more than 143 countries. Athena Global Education is the latest Ed-Tech venture of the group with an objective to make higher education more accessible and affordable.

ATHENA >
GLOBAL
EDUCATION

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Athena Global Education has been established with an objective to fulfil the aspirations of learners with diverse backgrounds from across the globe to attain internationally accredited qualifications and the professional development programmes delivered in an easily accessible and affordable manner in the form of online learning. Athena Global Education has legal presence in UAE, UK and US, and all the learners are legally contracted. The entity operates in UAE as Athena Global Education FZE.

VISION

Our vision is to empower people, the privileged and underprivileged, by providing access to higher education that is effective, affordable and flexible without any boundaries.

MISSION

To provide access to affordable quality higher education for masses across the globe, we will ensure to develop up-to-date curriculum and deploy the latest technology to develop relevant learning models which are scalable, ensuring the accessibility and affordability as the key focus of everything we develop.


VALUES

In upholding our vision, we ensure that the following core values are embedded in the development of the Athena Learning Platform and the courses and programmes it supports:

- Accessible
- Affordable
- Accredited
- Flexible
- Stackable
- Effective

Flexibility and support are
the key strengths of Athena.

- **Markus Sam Raivio**
CEO & Director
Kukunori - Finland

A portrait of Markus Sam Raivio, a middle-aged man with a beard and blue eyes, wearing a dark blue patterned shirt. The background is a dark grey grid pattern.

My MBA journey with Athena has been a blast! I have gained so much information and new ideas for my work as the CEO of an NGO. The modules are easy to access and I can find my own time to work on them. Flexibility and support are the most important hallmarks of Athena. Whenever I need help, there are always people available to support me. I am very glad I started doing this Online MBA with Athena!

Course Overview

Master of Business Administration (General Management)

Awarded by Guglielmo Marconi University, Italy

The MBA General Management concentration will help you to develop the core skills and professional competencies to take on senior management or leadership roles in the public or private sector. The program focuses on the theories, functions and implications of management techniques, as well as the principles and ethics of good management. It considers a range of scientific approaches to decision-making based on quantitative, economic and operational considerations, and provides you with the tools to develop, assess and implement strategic initiatives to boost competitive advantage.

This program will also help sharpen your leadership acumen and give you the practical skills and appropriate mind-set to develop in a constantly changing global landscape. The curriculum goes beyond the basics of management to prepare you for senior management positions, enabling you to effectively lead an organization with integrity and responsibility.



Certification included in this course

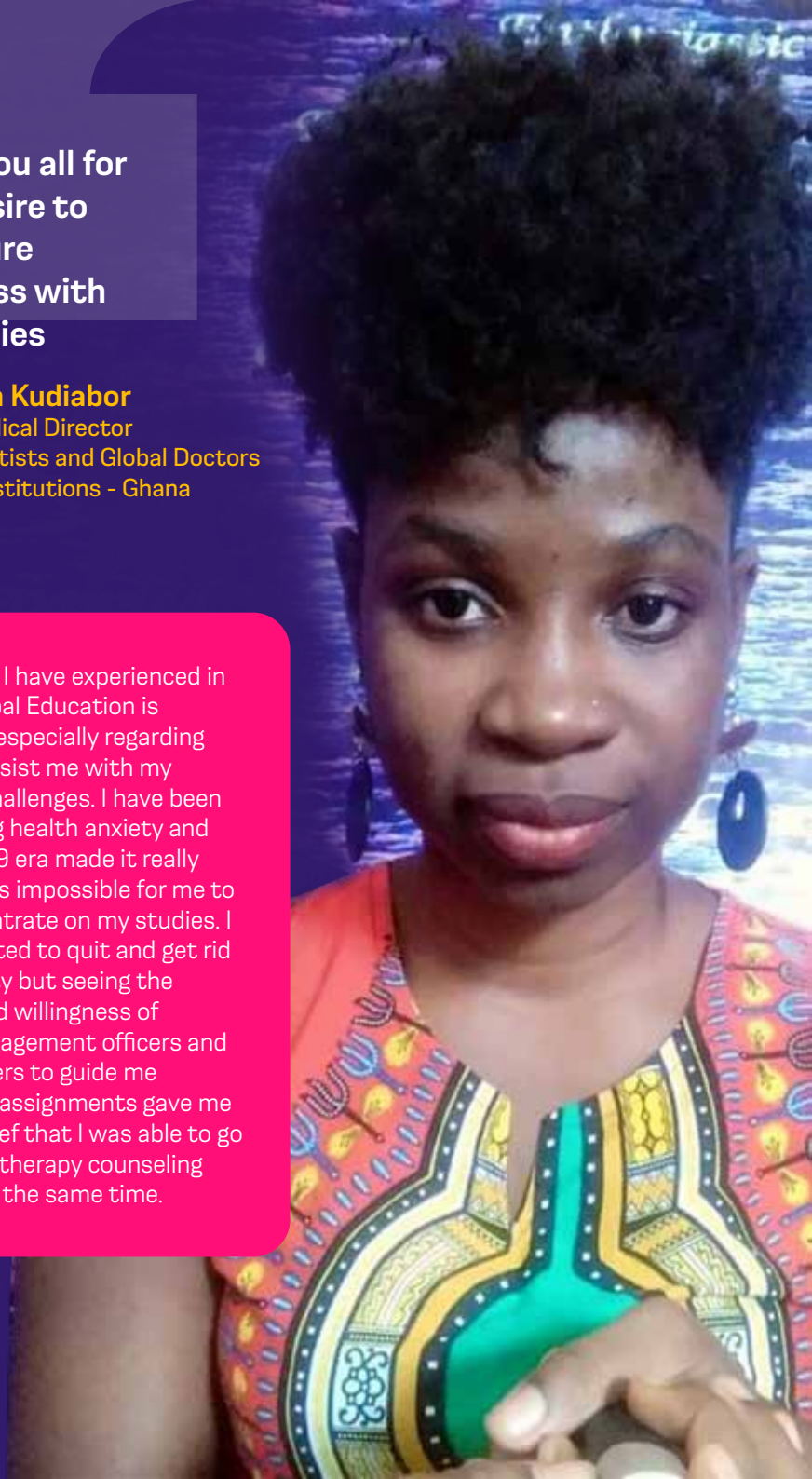
- ▶ Master of Business Administration Awarded by Guglielmo Marconi University, Italy
- ▶ PG Diploma in Organisational Leadership Awarded by Cambridge International Qualification, UK
- ▶ Certified Manager Certification from Chartered Management Institute, UK

**Thank you all for
your desire to
make sure
I progress with
my studies**

- Eudorah Kudiabor

Chief Medical Director
Life Scientists and Global Doctors
Health Institutions - Ghana

So far, what I have experienced in Athena Global Education is impressive, especially regarding people to assist me with my academic challenges. I have been experiencing health anxiety and this Covid-19 era made it really worse. It was impossible for me to even concentrate on my studies. I almost wanted to quit and get rid of my anxiety but seeing the patience and willingness of student engagement officers and course leaders to guide me through my assignments gave me so much relief that I was able to go through my therapy counseling and learn at the same time.



How you Learn

We have developed a learning pedagogy which ensures that the students will be able to learn the course successfully, regardless of whether the student is a beginner or an expert.



Video Classes

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



Text Learning Contents

Multi level learning resources developed by our faculty, including relevant journal articles, case studies, quizzes and others will enhance your learning experience. These will help you get a multidimensional perspective on the topics in the units.



Personal Tutor

One to one personal tutor meetings will clarify your doubts and also provide guidance on your assignments.



Online Library

You get unlimited access to the online library which consist of a large collection of books, journals, articles, white papers, videos, case studies and other publications.

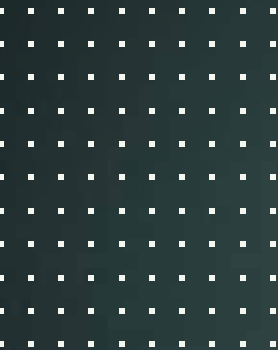


Collaborative Learning

You get unlimited access to the online library which consist of a large collection of books, journals, articles, white papers, videos, case studies and other publications.

I have had a wonderful experience studying online MBA with Athena Global Education.

- **Eric Baseley Obeng**
Inventory Officer
National Information
Technology Agency, (NITA)
- Ghana



I work with the National Information Technology Agency, (NITA) in Ghana. I am the inventory officer at my agency. I have had a wonderful experience studying online MBA with Athena Global Education. Athena has been very supportive with quick responses to emails, calls, whatsapps. Their correspondents and designated assistants have also been extremely kind and helpful. They have the patience to chat, mail and assist me whenever I have any problem. I should also be very thankful to Bob Sukesh and others, who have gone out to help me in every way possible.

Guglielmo Marconi University TOP performer in the 2020 International U-Multirank Ranking



Guglielmo Marconi University (GMU) is based in Rome, Italy and recognised by the Ministerial Decree of March 1, 2004. GMU's main campuses are based in Rome, and are located around Prati and Vatican neighbourhoods. Currently, GMU counts more than 16,000 students enrolled in graduate and postgraduate programs, 300 faculty members and a team of 200 advising experts.

The central administrative offices, the studios, the academic departments and the majority of the university facilities are situated on the main campus. GMU distinguishes itself by the operational blended format that implements both online and traditional academic programs.

This format provides students a valuable experience both online and offline, by preserving face-to-face interactions with professors, seminars and lessons within the athenaeum, and by granting access to intranet and institutional resources.

Since 1999 Italian Universities abided to 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 system organized in 3 cycles: Bachelor Degree, Master degree and Doctorates in all different schools.

Course Structure, Modules & Assessments

MODULE NAME	CREDIT	DURATION
Sustainability and Business	8 ECTS	4 Weeks
Human Resource Management	8 ECTS	4 Weeks
International Marketing Management	8 ECTS	4 Weeks
Strategic Management and Leadership	8 ECTS	4 Weeks
Finance for Business	8 ECTS	4 Weeks
Strategic Supply Chain and Logistics Management	8 ECTS	4 Weeks
Research Methods and Dissertation	12 ECTS	12 Weeks

Assessments

Each module will be assessed through a combination of formative and summative assessments. Formative assessment will follow a continuous assessment strategy which will include weekly assessments, business case presentations, group discussions etc., followed by a final project for each module.

Research methods and dissertation will be supported by a guide appointed by Athena Global Education and the student is expected to submit an extensive report of 12,000 words. At this stage student will have an option to choose a business project instead of a dissertation.



I cannot speak highly enough of the professional and diligent staff who have nurtured me through every step of learning at Athena.

- Andrew George Vadas
Education Consultant
China



I cannot speak highly enough of the professional and diligent staff who have nurtured me through every step of learning at Athena. Right from the highly qualified instructors to the administration staff, Athena has made my learning journey into one of the most satisfying and fulfilling experiences of my life.

Admission Criteria

Bachelor's degree

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 3 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 support@athena.edu. Applicants should be 23 years of age or above. Admission through Mature Entry Route will be subject to the discretion of the Athena Global Education and the respective Awarding Bodies/Universities.

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.



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