

Athena
Global
Education



IMBA

MASTER OF INTERNATIONAL
BUSINESS ADMINISTRATION

SCQF LEVEL 11 EXTENDED DIPLOMA IN
INTERNATIONAL BUSINESS AND STRATEGY

WESTFORD
Education Group



10 YEARS
CELEBRATIONS

KEY FACTS



**DUAL
CERTIFICATION**



**60
ECTS CREDITS**



**120
UK CREDITS (SCQF)**



**\$5000
TOTAL FEE**



**PAY
PER MODULE**



**CONVOCATION
IN ITALY**

ABOUT THE COURSE

Guglielmo Marconi University, Italy
Scottish Qualification Authority (SQA), UK

The Master of International Business Administration (IMBA) is a Masters degree with a focus on building skills in all the areas of managing and leading organizations, including a complete overview of the way organizations function in the global marketplace. This IMBA is the first of its kind with a stackable learning model that can be tailored to your professional needs.

The IMBA has two stages, the first stage consists of 6 modules and students who successfully complete this stage will be awarded the Extended Diploma in International Business and Strategy (SCQF level 11 Extended Diploma in International Business and Strategy) from Scottish Qualifications Authority (SQA) in association with Cambridge International Qualifications (CIQ). This diploma is recognized internationally for advanced placement at the Master's Degree level.

Stage 2 is where you will conduct research and write your Master's Thesis. Successful students will be awarded a Master of International Business Administration (IMBA), conferred by Guglielmo Marconi University (GMU), Italy. GMU is a fully accredited university located in Rome, Italy and is regulated by both Italian and the EU regulatory agencies.





“I was able to
combine a full
time job with
an MBA”

Michelle Valeria Nietlispach,
Switzerland
MBA (GMU) - 2018

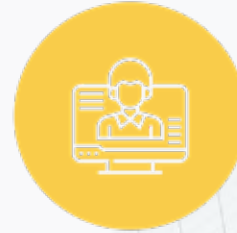
| THIS COURSE INCLUDES



300
VIDEO CLASSES



07
ASSIGNMENTS/
PROJECTS



40Hrs
LIVE INTERACTIVE
CLASSES



30
VIDEO REAL LIFE
CASE STUDIES



18
GROUP DISCUSSIONS



30,000+
ONLINE LIBRARY BOOKS



60
INTERACTIVE QUIZZES



45
REFERENCE
CASE STUDIES

ABOUT THE UNIVERSITY



Scottish Qualifications Authority

Scottish Qualifications Authority is the executive public body of 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, SQA designs and develops new qualifications and assessments and has created the Scottish Credit and Qualifications Framework (SCQF).

The SCQF helps describe both programmes of learning and qualifications, support the development of progression routes and maximise the opportunities to transfer credit points between qualifications. 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.



Guglielmo Marconi University

Guglielmo Marconi University (GMU) is a world-class Italian university promoting the use of innovative learning methodologies and an approach based on the development of interdisciplinary knowledge, skills and competencies with a particular emphasis on the global perspective. It's diverse community has presently a total number of 16000 students enrolled in graduate and postgraduate programs, 300 faculty members and an academic advising team made of more than 200 experts. The University Headquarter is situated in the heart of Rome, near the Vatican City, but the numerous regional and international branches allow both domestic and overseas students to take their final exam and present their thesis/dissertation without leaving their own country or state. Guglielmo Marconi University is also an ENIC-NARIC approved university.



“

“Heading the day-to-day affairs of a USD 200 million company with 500 employees, along with pursuing an MBA is quite challenging. But the learning journey thus far has been effective and enjoyable”

Alwin Korkie,

Chief Commercial Officer - MTN
Namibia

MBA (GMU) - 2018

COURSE STRUCTURE

Stage 1

Stage 1 of this MBA program is a master level diploma which is worth 120 level-11 SCQF credits and is awarded by Scottish Qualification Authority, UK. This stage includes six modules as shown below.

- HX41 04 Strategic Management
- HX3X 04 Operations and Project Management
- HX40 04 International Marketing Management
- HX42 04 Accounting for Next Generation Leaders
- HX3Y 04 Sustainability and Business

Stage 2

Upon successful completion of stage 1, learners will be enrolled to the final stage of the IMBA, which is 'Research Methods and Dissertation'. The learner will have 3 to 6 months to complete this stage and submit the final dissertation project. Successful students will be awarded the Master of International Business Administration (IMBA) degree by Guglielmo Marconi University, Italy.



HOW WE TEACH

We have developed our learning resources keeping in mind the spaced learning model which is proven to be a more easy & effective learning methodology. We have divided the course curriculum into bite sized learning capsules which is broadly divided into four elements.



Video Classes

Each module is divided into 50 - 60 units and each unit explained with a video lecture for a duration ranging 7-12 minutes. This provides a fundamental understanding of the topic.



Essential Reading

Each video is followed by an essential reading content which is a combination of text and illustration. This helps learners to advance their learning from the knowledge gained from video classes.



Reference Materials

Each unit consists of reference materials which contains relevant journal articles, case studies and reports related to the topic. This further enhances the knowledge of the learner in respect to the topic.



Additional Resources

Each unit is provided with additional resources which are mostly curated from external sources. It contains videos, reports and other relevant materials to the topic. This helps the learner to get a multi-dimensional perspective and learn beyond the curriculum.

CORE LEARNING RESOURCES





HOW WE TEACH

1. LIVE INTERACTIVE ONLINE CLASSES

Learners will have the opportunity to attend the live interactive classes scheduled during the learning period of the respective module. During the session the learner will be able to clarify the doubts with the faculty directly. This platform helps to connect the learner with the faculty and other learners.

2. WEBINARS

Learners will have the opportunity to attend regular webinars conducted by industry experts and academicians from around the world on a variety of subjects which provides up-to-date knowledge for the learner.

4. QUIZZES

Each chapter is provided with a quiz which helps the students to do a self assessment of their knowledge about that particular chapter.

3. ONLINE LIBRARY

Learners will have unlimited access to the online library which consists of management books, journals, articles, white papers, videos, case studies.etc....

STRATEGIC MANAGEMENT

Module Code	: HX41 04
Study Level	: Post Graduate
SCQF Level	: Level 11
SCQF Credits	: 20 Credits

This module is designed to help students understand and evaluate various aspects of Strategic Management in a global context. The module also serves as an opportunity to develop skills for strategic thinking and analysis, leadership, communication, teamwork, and cross-functional integration. Students should be able to synthesize information to inform strategic decisions and actions demonstrating awareness of complexity, risk and uncertainty in a dynamic business environment. The module helps students to evaluate the relationship between organizational strategies, performance and stakeholder expectations.

LEARNING OUTCOMES

- LO1:** Critically evaluate the relationship between strategy, stakeholder expectations and organizational performance.
- LO2:** Evaluate the impact of current and emerging Economic, Political and Cultural factors on the strategic management of an organization.
- LO3:** Formulate innovative business strategies designed to contribute to the success of an organization.
- LO4:** Critically assess different leadership styles in developing corporate values, social responsibilities and managing strategic change.

OPERATIONS AND PROJECT MANAGEMENT

Module Code	: HX3X 04
Study Level	: Post Graduate
SCQF Level	: Level 10
SCQF Credits	: 20 Credits

The module will provide you with a firm foundation in the principles of operations and project management. It will introduce you to a broad range of operations and project management problems, tools and knowledge facing managers working in modern organisations. The module will explore the information needs of organisation and systems to support operations and project management processes. The focus will be on how firms achieve competitive success through improving the processes involved in delivering products and services.

LEARNING OUTCOMES

- LO1:** Critically evaluate how operations management contributes to the competitiveness of an organization.
- LO2:** Critically evaluate how quality management processes and supply chain networks contribute to achieving the overall strategic objectives of an organization.
- LO3:** Critically evaluate the information management/systems in relation to the operation management processes.
- LO4:** Design a project plan for a given business scenario and implement a project



“

Well planned and executed online Live Interactive sessions. Though the learning model is new for me, I have acclimated to it like a fish to the water. The flexible class schedules fits perfectly and I don't have to bother missing neither my classes nor my consultations and surgeries.”

Shalini Balakrishnan,
ENT specialist. Oman.
MBA (GMU) - 2018

INTERNATIONAL MARKETING MANAGEMENT

Module Code	: HX40 04
Study Level	: Post Graduate
SCQF Level	: Level11
SCQF Credits	: 20 Credits

This module demonstrates knowledge and understanding of contemporary theories and their application in the field of international marketing and management. This provides learners with an opportunity to develop, apply and implement ideas in the areas of international marketing management.

LEARNING OUTCOMES

- LO1.** Analyse the changing business environment(s) globally and how they pose challenges to marketing management functions in organisations.
- LO2.** Develop marketing plans with application of appropriate marketing models, tools and techniques.
- LO3.** Evaluate the processes involved in brand management and how they influence consumer behaviour.
- LO4.** Decide how to launch new products/services in a dynamic global marketplace.

ACCOUNTING FOR NEXT GENERATION LEADERS

Module Code	: HX42 04
Study Level	: Post Graduate
SCQF Level	: Level10
SCQF Credits	: 20 Credits

This module aims to provide future next gen leaders with a This module aims to provide future business leaders with practical understanding of Accounting that can be used at the workplace. This is achieved by covering a range of key Financial Accounting, Management Accounting and Finance areas. The module covers analysis and interpretation of financial statements of contemporary firms, cost classification, investment appraisal and budgets affecting the financial behavior of an organization.

LEARNING OUTCOMES

- LO1:** Critically analyze Financial Accounting Principles to measure Bottom Line impact and develop competitive strategies.
- LO2:** Critique the relevance and significance of Budgeting Process, Techniques and Methods in driving Organizational Performance.
- LO3:** Evaluate Financial Statements and business performance using Ratio Analysis.
- LO4:** Evaluate investment appraisal techniques to support decision-making.

SUSTAINABILITY AND BUSINESS

Module Code	: HX3Y 04
Study Level	: Post Graduate
SCQF Level	: Level 11
SCQF Credits	: 20 Credits

Modern day organisations are required to redesign their strategies and policies to be aligned with a sustainability agenda. Due to corporate social awareness, many organisations now see it necessary to address economic, social and environmental issues from a sustainability stand point, extending the traditional reach of CSR. Sustainability awareness creates the environment for a more innovative organisation and supply chains, with emphasis on biodiversity and close loop supply strategies. The module will critically review sustainability challenges and opportunities for organisations in a global context.

LEARNING OUTCOMES

- LO1.** Appraise the multiple dimensions of sustainability for businesses in the context of global challenges.
- LO2.** Critically review, evaluate and develop sustainability strategies of organisations.
- LO3.** Critically analyse the strategic alignment of the business functions to sustainability.
- LO4.** Critically analyse an organisation's global sustainability and your contribution to the impact on global sustainability.

STRATEGIC LEADERSHIP AND HR PRACTICES IN ORGANISATIONS

Module Code	: HX3W 04
Study Level	: Post Graduate
SCQF Level	: Level 11
SCQF Credits	: 20

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 competence of the organization. This module is designed to develop an understanding about the contemporary practices of strategic human resource management and the paradigm shift in the approaches and methods related to various functions of HRM like strategic recruitment and selection, strategic leadership, strategic performance management, employee development to name a few.

It also endeavors to highlight the role and significance of leadership styles and practices during the planning and implementation of change in the organization.

Upon successful completion of the module, the participants will be able to have comprehensive knowledge about the wider business context in which the manager has to lead and perform and make effective decisions.

LEARNING OUTCOMES

- LO1:** Critically analyze the significance of Strategic Human Resources Management and its changing landscape in organizations.
- LO2:** Critically discuss the impact of Human Resources Management activities on the Organisational Performance.
- LO3:** Evaluate various leadership styles and practices in organizations.
- LO4:** Plan how to implement change in an organization.



“

A personal and professional challenge valued for its flexible schedule allowing me time for family, sport, and career.”

Luca Marcosano,
Helicopter Pilot, Italy.
MBA (GMU) - 2018

RESEARCH METHODS AND DISSERTATION

Module Code : RM701

Study Level : Post Graduate

Dissertation is an opportunity for students to demonstrate their ability to investigate issues of their own choice over a significant period of time. Essentially this is an individual effort but it is carried out with the guidance and advice of a supervisor. Research is a creative and investigative process which only learners can develop fully. A supervisor/dissertation guide will be appointed to each student and the role of the supervisor is to act as a learning resource for the student. It is the student's responsibility to make use of that opportunity, in consultation with the supervisor. The student is therefore expected to accept responsibility for the management of his/her learning. Following the allocation of a supervisor, the student should contact the supervisor to arrange a meeting. The supervisor will assist in:-

- ▶ Clarifying the terms of the research;
- ▶ Suggesting areas of reading;
- ▶ Reviewing the proposed methodology;
- ▶ Establishing a timetable for the research which also includes initial dates for further meetings between the student and supervisor;
- ▶ Advising the student about appropriate standards and conventions concerning the assessment;

LEARNING OUTCOMES

The student needs to use his/her discretion in handling various aspects of the research investigation. Nevertheless, in presenting your work it is important that you process and order information sequentially. The following list highlights the essential parts which the completed work should contain:

- ▶ Front Cover
- ▶ Title Page
- ▶ Acknowledgments
- ▶ Contents Page (Contents, List of Tables, Figures and Appendices)
- ▶ Abstract/Executive Summary
- ▶ Introduction Aim and Objectives
- ▶ Literature Review
- ▶ Methodology
- ▶ Investigation: Results
- ▶ Investigation: Analysis
- ▶ Conclusion (with suggestions for further work)
- ▶ Recommendations (if appropriate)
- ▶ References / Bibliography
- ▶ Appendices (see Section Four)

ELIGIBILITY CRITERIA

► Bachelor's degree

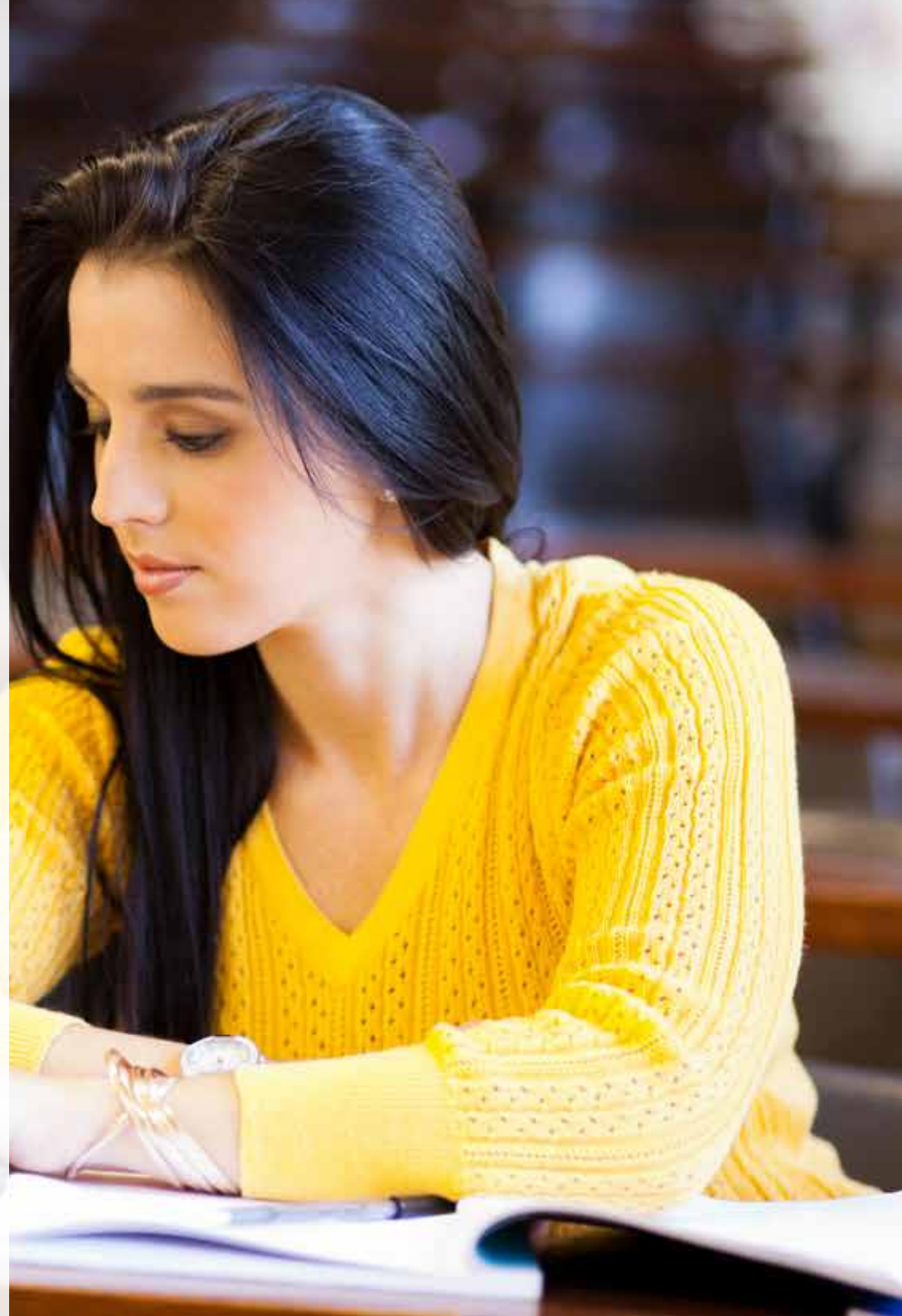
A bachelor's degree from an accredited university (or academic equivalent) in any subject.

► 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 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.





FEE & CHARGES

Fee per Module	: USD 500.00 (Total \$3000 for 6 Modules)
Dissertation Guidance Fee	: USD 500.00
Dissertation Assessment Fee	: USD 500.00
Diploma Certification Fee	: USD 300.00
MBA Certification Fee	: USD 700.00
Total Fee Applicable	: USD 5000.00
Fee Payment Scheme	: Pay Per Module

Pay per Module scheme provide the learner with an option to pay the fee per module, not per course. The learner can start the course by paying for one module and then continue the studies by paying for every additional module one at a time.

The maximum duration allowed to complete a module is 90 days from the day of registration of the module. Learner can also choose to register for multiple modules at a time based on his ability to invest time and money. The learner will pay certification fee once he is eligible for the certification upon successful completion of the modules as per the structure of the program.

ADMISSION PROCESS

It is very easy to start with us, you don't need to make any payments or provide a long list of documents and information. Just follow the simple steps below :

Register Online

You can register with us free of cost by visiting www.athena.edu and fill the simple registration form with basic details. Upon submitting this form you will receive an email to your provided email address with user ID and password.

Login to the Learning Platform

Login to our learning platform by using the credentials provided in the email. Now you will have free access to one module of the selected course for 7 days trial. During this period you can test our system and evaluate our resources to make yourself comfortable.

Select the module & make the payment

If you are satisfied with our course and resources you can enroll to the course by clicking on the 'enroll' button, choose the module to start and proceed with the payment. Once the payment is done, you will receive a confirmation mail with your student registration number.

Update Your Profile

You may update your profile with the required details and upload all the necessary documents.

Note : If you are seeking admission through Mature Entry Route it is recommended to get a confirmation about your eligibility by submitting your documents to support@athena.edu prior to making any payments.





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