

MASTER OF BUSINESS ADMINISTRATION

60
ECTS CREDITS

FLEXIBLE
LEARNING

PAY AS
YOU GO

FREE
TRIAL



ABOUT THE PROGRAM



This MBA program is designed in partnership with Guglielmo Marconi University, Italy and is specifically aimed at working professionals who wish to take on leadership roles in their organisation. The programme is delivered through our online platform, which provides learners with the flexibility to decide their learning schedule based on work and family commitments.

This course covers key disciplines such as sustainability, management, marketing, research, operations and strategy, through which learners will gain the skills and knowledge needed to manage across departments, markets and entire organizations in the global context. This MBA program is structured to satisfy the needs of international business markets and will also enable learners to network with other learners from across the globe.



ABOUT THE 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.



RANKED
TOP 25
PERFORMERS WORLD WIDE 2019



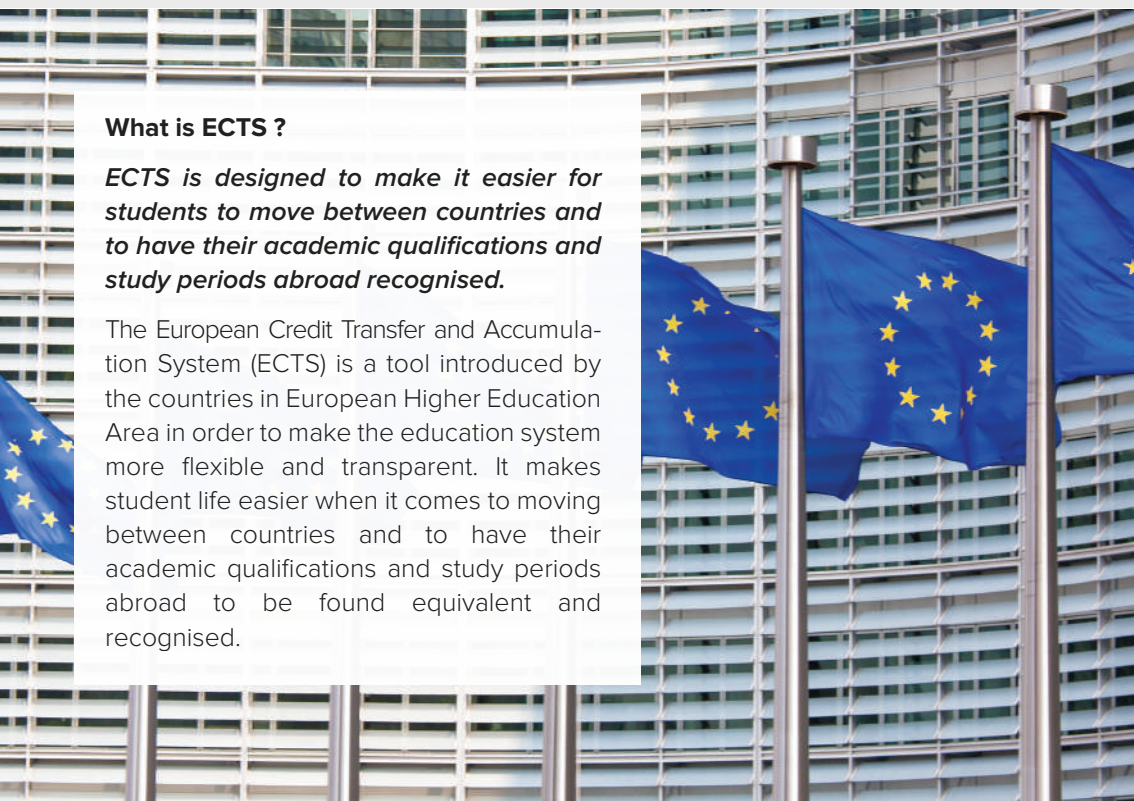
COURSE MODULES

Module Name	ECTS Credits
International Human Resource Management	6 Credits
International Marketing Management	6 Credits
Sustainability and Business	6 Credits
Operations and Project Management	6 Credits
Strategic Management	6 Credits
Supply Chain and Logistics Management	6 Credits
Introduction to Analytics for Business	6 Credits
Research Methods	6 Credits
Dissertation	12 Credits
Total Credits	60 Credits

What is ECTS ?

ECTS is designed to make it easier for students to move between countries and to have their academic qualifications and study periods abroad recognised.

The European Credit Transfer and Accumulation System (ECTS) is a tool introduced by the countries in European Higher Education Area in order to make the education system more flexible and transparent. It makes student life easier when it comes to moving between countries and to have their academic qualifications and study periods abroad to be found equivalent and recognised.



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

Michelle Valeria Nietlispach

Head of Group Controlling Global
Balluun - Switzerland
GMU MBA Graduate 2019
EBS - Westford Education Group



MODULE DETAILS

INTERNATIONAL MARKETING MANAGEMENT

Module Code	: GM704
Study Level	: Post Graduate
Credits	: 6 ECTS

This module demonstrates knowledge and understanding of contemporary theories and their applications in the research field of international marketing and management that provides with opportunity for originality in developing, applying and implementing ideas in the areas of international management and international marketing.

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.



INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Module Code	: GM701
Study Level	: Post Graduate
Credits	: 6 ECTS

The objective of this module is to make learners understand human resource management, and equip them with knowledge, skill and competencies to manage people along with material, information, capital and knowledge asset in the organization, to equip the students in formulating their own managerial and leadership, style, their assumptions and belief about 'people' and their behaviours in an organization. Given the state of competition and globalization, business environments are getting volatile and managing Human Resources is a challenge faced by present day organizations in both domestic and global scenario.

This module helps students relate HRM practices in globalized context, its significance, scope and practices in relation to International Human Resource Management.

Learning Outcomes

LO1.Critically review and analyse the importance of HRM and its practices in an organisation, and how it can be linked with organisational behaviour activities in overcoming business issues and challenges for a better performance of the organisation.

LO2.Critically review and analyse the framework of leadership and consider the nature, strengths and weaknesses of the various approaches: traits; functional; behavioural; style; contingency. The continuum of leadership behaviour should be explored in some depth with consideration of the factors determining the chosen leadership style.

LO3. Discuss the concept of organisational behaviour and its interface with management. Review and critically synthesize the various influences on behaviour in organisations and the interface with management in integrating and balancing these.

LO4. Assess the role of IHRM and its impact on global organisation. Identify some of the key HRM challenges facing organisations working internationally. Discuss the prevalent HRM practices and integrating the best practices in global organisation.





SUSTAINABILITY AND BUSINESS

Module Code	: GM850
Study Level	: Post Graduate
Credits	: 6 ECTS

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 business in the context of global challenges

LO2. Critically review, evaluate and develop sustainability strategies of organisations

LO3. Critically analyse the strategy alignment of the business functions to sustainability

LO4. Critically analyse an organisations global sustainability and your contribution to the impact on global sustainability.

OPERATIONS AND PROJECT MANAGEMENT

Module Code	: GM702
Study Level	: Post Graduate
Credits	: 6 ECTS

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 can achieve competitive success by 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.

STRATEGIC MANAGEMENT

Module Code	: GM705
Study Level	: Post Graduate
Credits	: 6 ECTS

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.

SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Module Code	: GM732
Study Level	: Post Graduate
Credits	: 6 ECTS

This module supports strategic decision makers and operational managers in international and domestic markets to manage logistics across their business. This module supports strategic decision makers as well as operational managers in both international and domestic markets to manage successful logistics across their business. It will enable participants to develop an understanding of how to create lean systems and organizational agility to solve strategic and operational issues using a range of practical problem solving tools.

Learning Outcomes

LO1. Understand the relationship between supply chain management and organizational business objectives.

LO2. Be able to use information technology to optimize supplier relationships in an organization.

LO3. Understand the role of logistics and procurement in supply chain management.

LO4. Understand the basics of shipping operations, including the documentation involved.

INTRODUCTION TO ANALYTICS FOR BUSINESS

Module Code	: GM716
Study Level	: Post Graduate
Credits	: 6 ECTS

Business analytics has grown to be a key topic in business management domain and there is a need for stronger quantitative skills and understanding of fundamental concepts. This module helps the learners to combine data, information technology, statistical analysis and quantitative methods. The module facilitates a better understanding of the available primary and secondary data which again affects operational efficiency of several departments and enhances the learners understanding of combining available data with various well thought models to improve business decisions.

Learning Outcomes

LO1. Understand how to critically analyze business data in an organizational decision-making context.

LO2. Demonstrate an understanding of the principles of business analytics.

LO3. Demonstrate proper application of data management and data analysis techniques.

LO4. Application of different statistical data analysis methods and data visualization techniques to arrive at sound business decisions.





“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.”

Alvin Korkie

Chief Commercial Officer
MTC - Namibia
GMU MBA Graduate 2019
EBS - Westford Education Group

RESEARCH METHODS AND DISSERTATION

Module Code	: RM701
Study Level	: Post Graduate
Credits	: 18 ECTS

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 students 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

- *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

This course offers a “Pay Per Module” fee payment scheme

You need not pay a lump sum fee to get admission into this program; instead, you only have to pay for the module you will learn next and make payment for the future modules as you progress.

Total applicable fee for this course is given below:

Description	Amount	Total Units	Total Amount
1 . Module Fee	USD 300.00	8 Modules	USD 2400.00
2 . Thesis Guidance	USD 500.00	1 Unit	USD 500.00
3 . Thesis Assessment	USD 500.00	1 Unit	USD 500.00
4 . Certification	USD 1000.00	1 Unit	USD 1000.00
Total			USD 4400.00



REGISTRATION PROCESS

Register for a free trial

Register for a free trial and get complete access to the first module of this MBA program for 7 days without any obligations.

Submit online enrollment form

If you are satisfied with the learning, start your enrollment process by using 'Enroll Now' option in the learning dashboard.

Make the module fee payment

Once your applications is approved, the fee payment option will be activated in your Learning Dashboard and you will be able to make the payment.

Start the learning journey

Start learning, once you complete the assessment, you may progress to the next module.



**START
NOW!**

KEY FEATURES



AFFORDABLE FEE

We have ensured that our fee is one of the lowest when compared to similar qualifications, in order to keep the program affordable to all.



PAY PER MODULE

Our 'Pay per module' is a unique payment feature that allows you to pay only for the module you learn, without having to worry about arranging funds for the entire program.



EARLY EXIT AWARDS

If you want to exit in the middle of the program due to any unforeseen circumstances, you can still claim a certificate/diploma based on the credits you have earned so far.



FLEXIBLE SCHEDULE

Our flexible learning model allows you to attend lectures as per your convenience and study at your own pace.



FREE TRIAL

We offer a Free Trial without obligations, so you can experience our unique learning module before you make a decision.

LEARNING RESOURCES

1

Recorded Video Lectures

Each module includes about 50 detailed video lectures which provides fundamental understanding of the subject.

2

Reference Reading Resources

Each video lecture is followed by 3 levels of reading resources - Essential reading material, Reference reading and Additional reading, to enhance your knowledge further.

3

Live Interactive Sessions

Our module leaders and faculty will conduct regular live sessions, such as orientation to the module and assignment support sessions. This platform helps learners to directly interact with our Academic team.

4

E-Library Access

Each learner is given unlimited access to our E-Library, which contains more than 50,000 resources such as E-Books, Journals, White papers, videos and so on.





USA

500 Willow Street, Suite 510,
Council Bluffs, Iowa 51503,
Phone : +1 712 283 6085

Middle East

200, USA Regional Trade Center,
Al Tawun, Sharjah, UAE
Phone : +971 65312511