

Master of Business Administration

Awarded By Carolina International University, USA





Message From Academic Director

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Academic Director-UniAthena



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 with 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 of education which is affordable, flexible and accessible.

Athena Global Education FZE is a subsidiary of Westford Education Group, a higher education services provider since 2009, providing quality UK, Italian, and Spanish Bachelor and Master level degrees. We have helped thousands of learners from around the world achieve their higher education aspirations and through that, their professional goals.

Westford Education Group has partnered with many internationally accredited universities, awarding organizations, and professional bodies, enabling us to provide high-quality and fully accredited programs worldwide. Westford is currently partnered with Cardiff Metropolitan University, UK, the University of Wolverhampton, UK, Guglielmo Marconi University, Italy, Fort Hays State University, USA, Pearson Education, UK, and the Scottish Qualifications Authority (SQA) of UK, to name a few.

Athena Global Education FZE is the latest venture of Westford Education Group. It is built upon our core principle: That quality higher education is an undeniable right of all, not of few, and should be affordable by all. Our primary pillars of this venture are Accessibility and Affordability, and we have made sure that the courses developed in this platform support and reflect these key values.

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 an up-to-date curriculum and deploy the latest technology to develop relevant learning models which are scalable, ensuring 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 programs it supports:

> Accessible > Affordable > Accredited > Stackable > Flexible

Why UniAthena?

We strive to ensure that learning is seamless and blends with learners' lives.



Flexible Course Delivery



At Athena, you are in charge of your learning! You get to decide the pace/duration of your learning based on your financial and time availability. The learning structure is modular, ensuring the pace, effectiveness and momentum of your learning journey. With this byte-sized learning format, you get to learn anywhere, anytime

Flexible Payment



We are following the 'Pay as you Go' scheme. Students can get enrolled and start learning by making a nominal fee payment and the rest they can pay as they progress through the program.

Personal Tutor Support



In this online program, learners are not on their own. Upon enrolment, every student gets assigned a Personal Tutor who they can reach out to for any academic support.

Accredited and Internationally Recognised Programs



Our programs are developed and delivered in partnership with globally recognized and accredited universities and Reputed Professional Qualification Authorities.

Carolina University, USA



PIEDMONT
INTERNATIONAL UNIVERSITY



Education is the most powerful weapon
Which you can use to change the world

Nelson Mandela



Formerly known as

Piedmont International University

Carolina University is committed to educating aspiring leaders worldwide through exceptional teaching, scholarly research, creative innovation, and professional collaboration.

Situated in the heart of Winston-Salem, North Carolina, Carolina University is home to a vibrant, diverse, multicultural, and exciting campus life.

Athletics

Member of the NCCAA Division I offering Men & Women's Basketball, Men & Women's Soccer, Men & Women's Cross Country, Men & Women's Track & Field, Baseball, Softball, Volleyball, and Cheerleading.



TOP 7
Most Affordable

TOP 15
Affordable Doctorate
Degrees in Organizational
Leadership Online 2020



AffordableColleges.com

Source:
<https://www.affordablecolleges.com>



Source:
<https://www.greatvaluecolleges.net/affordable/online-doctorate-organizational-leadership/>



Cambridge International Qualifications, UK



Learn continually - there's always
"one more thing" to learn!
Steve Jobs



Cambridge International Qualifications, UK is an international awarding organization based out of United Kingdom. CIQ was founded on the vision of helping individual learners and employers in attaining international quality accredited award. With centers across the Middle East, Europe and 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 also designs customized program on leading industry topics and facilitates through its channels across the world. Cambridge International Qualifications consults large organizations in designing corporate universities and internal academies



Program Overview

The Carolina Master of Business Administration (MBA) degree is designed for professionals who are seeking to advance their careers. Whether you are a mid-level manager seeking to move up the career ladder into senior leadership, a non-profit professional seeking to establish a charitable organization, or a fresh graduate from a non-business discipline, the Carolina MBA will equip you with the cutting edge business disciplinary competencies and skills necessary for success in the 21st-century business environment.

This specially crafted Dual award MBA program comprising the MBA degree awarded by Carolina University; Notably provides an opportunity to develop the breadth of skills necessary to move into leadership ranks or transition from staff roles into management positions. And for most graduates, it is an avenue for upward financial and social mobility. As reported by US News, "the average starting salary for MBA grads in the class of 2019 will be \$84,580 – more than \$25,000 higher than the average starting salary projection for grads with a bachelor's degree in business."

Graduates from any discipline can apply for the Carolina MBA. No prior business knowledge is required. Our program is flexible and designed to accommodate those in employment.

Professionals with substantial track records in relevant work environments may qualify for waivers of some elective courses. Please speak with an advisor if you believe you should be eligible for waivers.



Highlights of this course are:

- The Master of Business Administration program is designed to give the learner a broad education, covering a range of leadership, management, strategic and interpersonal skills required to compete in the global workplace.
- There are 2 parts to the course. Part 1 will be done with UniAthena (the 6 modules, as PG Diploma). Part 2 will be done with university (Offline/ Online)
- UniAthena will offer CIQ PG Diploma against the 1st part completed.
- Successful learners will be invited by Carolina University to attend convocation in USA
- Flexible Duration: You can complete the program between 2 - 4 years.
- 100% Online with Personal Tutor Support

Master of Business Administration Minors/Concentrations

Business Analytics

Modern enterprises work with millions of pieces of data – about past and current customers, prospects, suppliers, inventories, operations, and internal processes. They utilize this data to make better decisions – about retaining existing customers and generating new ones, about improving the sourcing of their commodities and goods, locating their personnel, managing inventory to meet actual market demands, and about making their operations more efficient

Human Resources Management

Human Resources Management is becoming an even more critical function within organizations large and small. As workers are more aware of their rights, willing to use external avenues to ventilate issues, and organize around social causes, organizations are scrambling to keep up. At the same time, businesses face challenges in recruiting and retaining talented employees and developing the next line of leadership. Finally, newer forms of work, flexible employment arrangements, the rise of the gig economy, and the growing use of automation present unexpected challenges for organizations. Unsurprisingly, businesses are seeking skilled professionals to manage their people resources better and prepare for a challenging future. According to the official Bureau of Labor Statistics data, human resources managers and related occupations are projected to grow 7% during the 2018-2028 period. The median income for an HR manager in 2018 was \$113,300.



Marketing

Marketing is a critical function in any business enterprise. Effective marketing management is essential to maintain and expand the share of the market as competition – both domestic and international – grows in a globalized market for goods and services. As digital penetration increases and consumption decisions are driven primarily by internet activity, enterprises have to evolve new strategies and tools to gain market share. Consumers are faced with an array of purchasing choices and successful businesses manage to become the preferred choice by molding and matching customer preferences. Businesses are having to invest in competent personnel possessing digital and other skills to compete more effectively. According to the official Bureau of Labor Statistics data, market research analysts and marketing specialist occupations are projected to grow 20% during the 2018-2028 period. The BLS data shows that the median wage for advertising, promotions, marketing managers was \$132,620 per year in 2018. The PIU MBA with a concentration in marketing stresses digital marketing strategies and management techniques to prepare graduates for success in a rapidly evolving field. The program is extremely job-focused and designed to elevate employment outcomes for graduates by equipping them with competencies in demand. Students will learn the essentials of areas including sales and marketing, CRM software, database query/ERP/web software, consumer behavior, digital marketing, strategy, and communications.

Sports Management

The MBA with concentration in Sports Management prepares graduates for leadership roles in a variety of organizations, including professional sports teams, college athletic departments, sports media and marketing firms, merchandising and promotions, leisure and recreational services, and more. Whether your passion is cricket and you are interested in leading a team in the Indian Premier League, or you love basketball and wish to work in the front office of an NBA team, the PIU MBA will equip you with the skills needed for success in the sports management world. Notably, as profitability increases in the sports world, and there is a greater emphasis on professionalism, sports-related occupations are growing in demand. According to the Bureau of Labor Statistics, managers and agents of athletes earned a mean wage of \$90,930 in 2018. Wages rose 3.8% and job market demand grew 4.4%. There are emerging needs for data analysts focused on sports and these occupations had a median annual wage of \$88,190.



Supply Chain Management

The Supply Chain Management concentration provides students with competencies related to the production, purchasing, warehousing, distribution, and forecasting of an organization's products. The goals are their optimization to lower expenses, enhance profitability, and improve customer satisfaction and safety. Graduates will also acquire skills in managing logistics, complying with regulation, technology, strategy, and human resources. The concentration will develop disciplinary knowledge in supply chain management, information technology and logistics, strategic sourcing, sustainability, quality management, business intelligence, and operations strategy. Supply chain managers continue to be in demand in the job market. According to the Bureau of Labor Statistics, jobs are projected to grow about 6% during 2018-2028. The median wage for supply chain managers was \$107,480 in 2018.



Management

The Carolina MBA degree is designed for professionals who are seeking to advance their career. Whether you are a mid-level manager seeking to move up the career ladder into senior leadership, a non-profit professional seeking to establish a charitable organization or a fresh graduate from a non-business discipline, the Carolina MBA will equip you with the cutting-edge business disciplinary competencies and skills necessary for success in the 21st-century business environment. Notably, the MBA provides an opportunity to develop the breadth of skills necessary to move into leadership ranks or transition from staff roles into management positions. And for most graduates, it is an avenue for upward financial and social mobility. As reported by US News, "the average starting salary for MBA grads in the class of 2019 will be \$84,580 – more than \$25,000 higher than the average starting salary projection for grads with a bachelor's degree in business." Graduates from any discipline can apply for the Carolina MBA. No prior business knowledge is required. Our program is flexible and designed to accommodate those in employment.



Key Objectives

Upon completion of the requirements, the graduate will be equipped to do the following:

- Apply theoretical and practical business knowledge in a global marketplace.
- Utilize effective communication skills and research practices that are necessary for today's business environment.
- Apply leadership characteristics and management practices within intercultural workplaces.
- Exhibit a highly ethical approach to critical business decisions.
- Leverage state-of-the-art technological tools to enhance business processes and deliver superior outcomes.

Certification included in this course

Master of Business Administration,
Carolina University, USA.

Postgraduate Extended Diploma in Business Management
from CIQ, UK

Study Process

Students undergo 6 months of intensive study online through the state-of-the-art "live interactive" virtual learning environment of UniAthena in Part A of the program. Successful learners of the diploma progress to Part B to complete their study of the remaining credits required for the MBA of Carolina International University, USA.

Part- 1 Modules

| | |
|---|------------|
| Strategic Change Management | 20 Credits |
| Strategic Management and Leadership | 20 Credits |
| Operations Management | 20 Credits |
| International Human Resource Management | 20 Credits |
| International Marketing Management | 20 Credits |
| Management Accounting and Finance | 20 Credits |

Part- 2 Modules

CHOOSE ANY 3 COURSES

Core

| | |
|---|--|
| Management Information Systems - 3 Credit Hours | Managing for Results - 3 Credit Hours |
| Principles of Organization Finance - 3 Credit Hours | Marketing for Results - 3 Credit Hours |
| Organizational Business Culture - 3 Credit Hours | Managerial Accounting - 3 Credit Hours |
| Contemporary Economic Issues - 3 Credit Hours | Strategic Management - 3 Credit Hours |
| Leadership and Human Behavior - 3 Credit Hours | |

CONCENTRATION COURSES

CHOOSE ANY 3 COURSES

Human Resources Management

Human Resources Law - 3 Credit Hours

Human Resources Management - 3 Credit Hours

Compensation Management - 3 Credit Hours

Management

International Business - 3 Credit Hours

Negotiation and Conflict Management - 3 Credit Hours

Management Theory & History - 3 Credit Hours

CHOOSE ANY 3 COURSES

Business Analytics

Introduction to Business Analytics - 3 Credit Hours

Introduction to Data Science - 3 Credit Hours

R Programming For Data Sciences - 3 Credit Hours

Supply Chain Management

Operations Management - 3 Credit Hours

Logistics - 3 Credit Hours

Supply Chain Management - 3 Credit Hours

Strategic Sourcing - 3 Credit Hours

Marketing

Consumer Behavior - 3 Credit Hours

Digital Marketing - 3 Credit Hours

Marketing Management - 3 Credit Hours

Brand Management - 3 Credit Hours

Marketing Communications - 3 Credit Hours

Sports Management

Sports Psychology - 3 Credit Hours

Principles of Recreation and Leisure Management - 3 Credit Hours

Sports Facility and Event Management - 3 Credit Hours

Sports Information and Public Relations - 3 Credit Hours

Admissions Requirements

- A bachelor's degree or equivalent from a recognized college or university.
- GPA of 2.7 or higher.
- Official transcripts from all previously attended schools.
- Completed application with Piedmont International University

Degree Requirements

- The maximum time limit to complete the program is four years.
- A minimum of 18 credit hours must be completed at CU.
- Graduation is contingent upon the completion of 36 hours of prescribed courses with a minimum cumulative GPA of 3.00.

How you Learn with UniAthena

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.



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.

Personal Tutor

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





Postgraduate Extended Diploma in Business Management (PGDBM) – Part-A

Awarded by Cambridge International Qualifications (CIQ),UK

The level 7 Postgraduate Extended Diploma in Business administration provides transferable skills, knowledge and understanding that can be applied in the highly competitive and evolving business setting of the present day. The units are aligned to National Occupational Standards for business and represent the core attributes required by employers in a range of business settings. This qualification aims to provide learners with:

Modules

International Human Resource Management

Level: EQF Level 7

Credits CIQ: 20

The objective of this module is to make students 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 scenarios. This module helps students relate HRM practices in a globalized context, its significance, scope and practices in relation to International Human Resource Management.

International Marketing Management

Level: EQF Level 7

Credits CIQ: 20

This module demonstrate 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. With the successful completion of the module, the students will be able to:-



- Analyse and assess the peculiarities of the global business environment and shifts in geo-economical situations, putting a particular emphasis on emerging economies and their role in an international business environment.
- Formulate judgments and take socially and ethically responsible decisions in global business environment.
- Analyse and assess internal and external international business environment and derive managerial decisions on company's governance and international expansion.
- Develop appropriate marketing plans with marketing tools and techniques.
- Understand brand management and see how they influence consumer behaviour.
- How to develop effective marketing skills, be creative and innovative while launching products/-services.

Strategic Management and Leadership

Level: EQF Level 7
Credits CIQ: 20

This module is designed to help students understand and evaluate various aspects of Strategic Management in a global context. The module explores theories, models and frameworks to provide insight on how an organization's life cycle evolves through various stages to achieve excellence. The module helps students to evaluate the relationship between organizational strategies, performance and stakeholder expectations.

Operations Management

Level: EQF Level 7
Credits CIQ: 20

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 organizations. The module will explore the information needs of organizations 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. After successful completion of the module, the students will be able to:-

- Understand the transformative process involved in operations, the inputs, the outputs including the strategy and design in services and manufacturing.
- Understand the various supply chain networks, risk management and the tools and techniques involved in operational quality along with an elaborate idea of Inventory management
- Understand the optimization of operations management with the use of information systems and information technology.
- Understand the relevance of information management systems in operational decision-making.
- Understand the tools and techniques used to design a project plan to manage operations
- Understand the use of review and evaluation techniques to monitor and control projects while managing operations.

Management Accounting and Finance

Level: EQF Level 7

Credits CIQ: 20

This module aims to provide future next-generation leaders with a level of practical understanding that can be used in the workplace 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 budgeting affecting the financial behavior of an organisation. After successful completion of the module, the students will be able to:-

- Understand management control and analysis of financial information that includes management reporting, financial analysis, budgeting and forecasting
- Understand the activities where finance and accounting departments have high responsibility, visibility and the potential to significantly impact on organizational performance.
- Understand how one control core activities to a reasonable standard can and be able to solve problems that would need to be addressed urgently.
- The learners will understand how to blend the relative knowledge associated with Financial and Management Accounting within Performance Standards and Operational Procedures of modern-day businesses.
- Understand how to control aspects of Cash Flows, Bottom Line, Capital Allocation Strategies and Process, Develop Growth and Exit Strategies, Design Budgets, Business Models & Forecasts, Strengthen Working Capital requirements and eventually manage a healthy risk appetite [Debt/Equity Balance].



Strategic Change Management

Level: EQF Level 7

Credits CIQ: 20

This module will help the learner to develop skills and insights to affect change in the organization effectively. It will cover the fundamentals aspects of change management in organization, followed by essentials for leading change and technical aspects of affecting change - the process and various models. The module consists of the following units:

Concept of Change Management:

Understand the nature and need for Organisational Change. Get to know more about the forms of resistance to change and how you can overcome them.

Role of Leaders in Change Management:

Gain professional insights about the Leadership styles required and used in Change Management. Realise its impact on human behaviour at the organisation.

Change Management Process & Various Models:

Comprehend the Change Management Process and how it is managed. Become acquainted with the policies and agents involved in Change Management.

Progression to Master of Business Administration

The world of business is undergoing significant disruption enabled by technology. The growing use of automation, powered by analytics and artificial intelligence means that many routine business tasks can be performed by machines more efficiently than human beings. In such a milieu, a business graduate has to be prepared to leverage technology to maximize efficiency and work with analytics tools. In addition, the business graduate has to develop uniquely human traits such as social responsibility, empathy, and compassion, and enhance skills such as intercultural communication and teamwork.

Modules

Management Information Systems

This course will investigate issues relevant to effectively managing Information Technology (IT). The functions of an information systems organization will provide the basis for exploring challenges facing Management Information Systems (MIS) managers and e-Business (electronic business). Management of the fast and ever-changing Information Systems (IS) environment will be a recurring theme.



Principles of Organization Finance

A comprehensive study of finance for the executive manager learning to utilize the financial tools to analyze and interpret the financial health of an enterprise. Students will have practical learning experiences to understand financial concepts used in corporations as well as small business in order to become skillful in financial planning and analysis.

Organizational Business Culture

This course gives attention to the knowledge and skills needed to manage a multinational multicultural business. The focus of the course is on understanding how cultural differences can affect the marketing and delivery of products and services, and the interaction of company employees with one another, customers, suppliers and government representatives.

Contemporary Economic Issues

This course considers an array of leading contemporary economic issues, with specific topics chosen from current and recent policy debates. The aim is to help students learn to think critically about pressing issues, utilizing economic reasoning, theory, and principles. suppliers and government representatives.

Leadership and Human Behavior

A study of how leadership requires effective management of people and a clear understanding of human behavior and social processes. Leaders need to have a good understanding both of themselves and of those whom they will lead. Leaders need to know why people behave as they do in relation to their job, work group, and organization. This knowledge of individuals' perceptions, attitudes, and behavior enables leaders to choose appropriate leadership styles and managerial practices to increase organization effectiveness and positive human outcomes.

Managerial Accounting

This course covers the application of basic and advanced accounting methods for the purpose of informing management decisions.

Strategic Management

This course will help students develop and refine their strategic decision-making skills as an individual and in working with a management team. Students will learn key decision-making concepts and processes necessary for developing and implementing long-term strategies that create a competitive advantage for their organization. Students will be able to understand factors that impact individual and group decision-making processes as well as tools and techniques to improve strategic decision-making.



Managing for Results

This course gives attention to the knowledge and skills needed to grow and sustain performance in an organization, whether a full company, a department, a division, or another strategic business unit within an existing organization by getting the right things done through teams of people. The course addresses the common management functions of planning, organizing, leading, and controlling.

Marketing for Results

This course gives attention to the knowledge and skills needed to manage the marketing function in a 21st-century organization. The course addresses the common marketing functions of industry and market research, customer research, product and service design, pricing, creating awareness, distribution, and presentation.

Concentration Courses

Human Resources Law

This course examines the legal risks involved in national and international organizations today, especially as these risks relate to technology, patents, copyrights, product liabilities, employment law, and related legal fields, including an examination of how sound decision-making occurs in these environments.

Human Resources Management

This course focuses on the economic and institutional constraints on organizations in the formulation and implementation of human resource management policies and strategies in the United States and, as appropriate, internationally. The specific constraints discussed are labor markets (external and internal), labor laws (governing employment policies and employee relations), and labor unions (and threat thereof). Particular attention is paid to the relationship of these constraints to the competitiveness of American enterprise in the global economy.

Compensation Management

This course focuses on the economic and institutional constraints on organizations in the formulation and implementation of human resource management policies and strategies in the United States and, as appropriate, internationally. The specific constraints discussed are labor markets (external and internal), labor laws (governing employment policies and employee relations), and labor unions (and threat thereof). Particular attention is paid to the relationship of these constraints to the competitiveness of American enterprise in the global economy.



Management

International Business

This course gives attention to the knowledge and skills needed to grow and sustain performance in an international business organization, whether a full company, a department, division or another strategic business unit within an existing organization. It addresses the common international business functions of market analysis, exporting, sourcing, direct foreign investment, and crosscultural management.

Negotiation and Conflict Management

This course examines the art and science of negotiation and conflict management. Students learn strategies and styles concerning negotiation and conflict management within an employment context. Over the course of the class, students will engage in role-playing simulations that cover a range of topics concerning how to negotiate and how to handle conflicts within the workplace.

Management Theory & History

This course provides an overview of major schools or perspectives of management theory. The focus of the course is on the disciplinary foundations of management theory. The course also focuses on the rise of the concept of management as a distinct profession

Business Analytics

Introduction to Business Analytics

This course serves as an introduction to the concepts, theories, and techniques in business analytics. It introduces students to data analysis, statistics, modeling, classification, and regression.

Introduction to Data Science

Data Science is the study of generalizable extraction of knowledge from data. An array of skill sets is required to be proficient in Data Science. This course provides a broad introduction to the field of Data Science and surveys the complete Data Science process from data wrangling to model building, data visualization, and productivity tools.

R Programming For Data Sciences

The R programming language is widely popular among statisticians and data miners for developing statistical software and data analysis. R is rich with additional packages for a wide range of statistical analyses. Another strength of R is its graphic outputs, which can produce publication-quality graphs and charts with little modification. Students will learn its data types, data frames, control structure, functions, debugging, simulation, parallel computing, and vectorization as well as other nuts and bolts of the R language



Supply Chain Management

Operations Management

This course explains the elements of product and services design, forecasting, quality control and management, planning, inventory management, and just- in-time and lean operations.

Logistics

This course explains the elements of product and services design, forecasting, quality control and management, planning, inventory management, and just- in-time and lean operations.

Supply Chain Management

This course provides knowledge about the theories, concepts, and problems associated with the business supply chain. Students are exposed to key concepts including sustainability, lean operations, insourcing and outsourcing, global value chains, supplier management, ethics, and cost management.

Strategic Sourcing

This course develops knowledge and application skills in areas to do with assessing sourcing opportunities, evaluating requirements, conducting supplier evaluations, sourcing strategy, and implementing sourcing based on decision models.

Marketing

Consumer Behaviour

This course introduces students to the theories and concepts underpinning consumer behaviour with a view to understanding how these can be applied to marketing decisions. Students will be exposed to the elements of motivation, perceptions, attitudes, consumer psychology, and how these influence consumers to act.

Digital Marketing

This course introduces students to the theories and practices of digitally driven marketing strategies. Students will learn the elements of analysing data and utilising intelligence for the digital value chain across different platforms such as social media.

Marketing Management

This course provides a detailed overview of how marketing managers make marketing decisions. It examines product and service segmentation strategies, promotion and advertising, new product development, and pricing.



Brand Management

This course develops knowledge and understanding about the complex branding decisions faced by organizations. It offers a conceptual framework for assessing branding decisions, tools employed to build brands, and case studies for applying these.

Marketing Communications

This course introduces students to concepts and practices in marketing communications including social media communications, distribution, reputation, management, ethics, and privacy. Students will also be exposed to regulatory issues that govern marketing communications.

Sports Management

Sports Psychology

This course is designed to provide students with a basic understanding of the factors influencing sports socialization and psychology. Through the study of special topics and field experiences, students will gain insight as to how psychological factors such as anxiety and motivation affect athletes' peak performance. During the course, students will examine certain athletes and coaches through case studies to determine the elements of success and failure as they pertain to the psychology of each athlete and/or coach.

Principles of Recreation and Leisure Management

An examination of all areas of the recreational and leisure services field, ranging from non-profit entities such as parks and recreation, libraries and city recreational programs to businesses such as hotels, YMCA's, restaurants, amusement parks, and country clubs. Students analyze operating problems and participate in case studies to enhance their knowledge and outlook on recreation and leisure facilities through operational management. Guests will include officers from all entities with expertise in all areas including owners of facilities.

Sports Facility and Event Management

This course includes the elements which shape the planning and construction of sports facilities and the issues and problems involved in facility and event management including marketing, production, personnel, and budget. Students may participate in the management of events. This course also includes visits to local facilities and a series of guest lecturers that are experts in the field.

Sports Information and Public Relations

A comprehensive study of the sports information profession on the collegiate, professional and recreational levels. Included within the course are 1) the field of public relations, its history, and evolution, and 2) the skills and methods involved in the duties of the Sports Information Director (SID), Public Relations Specialist, and the current attitudes and concerns in media relations between athletes, coaches, administrators, and owners. Students are exposed to professionals in the field, as well as athletic events where the SID is involved.



Part 1

Course Modules & Fee

Module Fee : \$4200

(700 per module, total 6 Modules)

Postgraduate Extended
Diploma in Business Management

Certification Fees: \$300

(To be paid upon successful
completion of the 6 modules)

Fees: \$4500

Part 2

Master of Business Administration

Fees: \$4500

Total Fees : \$9000



F1 Visa and OPT Support

All the students enrolled with Athena for Carolina University MBA Program has an option of pursuing second year in the United States of America on F1 Type Visa. Post completion of their studies, the student will get permit for OPT (Optional Practical Training) to work on student visa towards getting practical training to complement their education.

The students interested in opting for F1 visa should demonstrate enough funds to the embassy of the USA for covering the accommodation and living expenses in the USA. Post completion of the OPT period, students can apply for H1B visa through the employer.



**Gain a
Post Graduate
Diploma from
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International
Qualifications , UK**



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