



Università degli Studi  
Guglielmo Marconi



EUROPEAN  
GRADUATE SCHOOL  
of MANAGEMENT

**Guglielmo Marconi University**  
**PostGraduate**  
**Diploma**



**Università degli Studi  
Guglielmo Marconi**

## **Guglielmo Marconi University**

Guglielmo Marconi University is situated in the Heart of Rome, capital of Italy. It is a world-class university known for Tradition, Quality and Excellence.

The University was recognized by the Italian Ministry of Education, University and Research in 2004. Marconi University has cooperation agreements with European, American, African, Middle Eastern, and Central and South American institutions. The GUIDE Association – Global Universities In Distance Education – was founded in 2005 by Marconi University with the aim to develop and support international cooperation and open distance learning worldwide.

Marconi's mission is to provide innovative and affordable high-quality degree programs and learning opportunities to both domestic and international students.

Our goal is to build up a community and enrich students' lives by promoting educational and professional growth and to encourage student - centered learning at all levels, supported by technological resources and led by qualified faculty and staff. University even provides an outstanding educational experience through academic and administrative support services which also promote interdisciplinary research and innovation.





## **European Graduate School of Management**

Partner: Middle East & Africa

European Graduate School of Management is involved in collaborating with leading universities and B-schools globally in order to provide high quality and internationally accredited programs to learners in Middle East & Africa.

The programs are customized to fit a working professional 'wish list', ticking all the right boxes of affordability, flexibility, blended mode and taught by reputed faculty members.

The program is imparted through teaching courses that are vital to businesses today. The pedagogy involves laying a sound foundation through concepts and applying those to relevant scenarios. Faculty members engage the students in discussions, case studies, videos, simulations and presentations performed individually or in groups.

The professional team ensures that the busy professionals are able to complete the programs on time by providing real time assistance.

The school also firmly believes in power of networking as the business development rests heavily on exchange of ideas of like minded individuals. We offer opportunities for students and alumni to interact with industry leaders during guest lectures and conference.

## Your Peers

You will have a privileged opportunity to work, interact, and create life-long friendships with an elite group of professionals from all around the world, coming from diverse backgrounds, functions, and sectors. This diversity is guaranteed to enrich your experience and challenge you to the fullest.



## University of Marconi Student Profile



**16,000**

Students Enrolled



**15,000+**

Graduate Students



**72**

Country Coverage



**5.8** Years

Avg. Work Exp.



**33.5%**

Overseas Students



**40.2%**

Female



Accredited by  
Ministry of Higher  
Education in Italy



Faculty from UK  
Europe & USA



Outstanding  
Support



# PostGraduate Diploma Placement Highlights

## Industry

Financial Services	30.4%
Technology	17.6%
Manufacturing	15.5%
Healthcare	8.1%
Consulting	5.4%
Consumer Packaged Goods	4.7%
Education	3.4%
Media/Entertainment	3.4%
Retail	2.7%
Others	8.8%

## Job Source

School Resources	66.2%
Personal Network	20.1%
Other Websites/Direct Mail	5.8%
Previous Employer	2.9%
Headhunter/Agency	2.2%
Others	2.8%

## Function

Finance	32.2%
General Management	26.7%
Marketing/Sales	16.4%
Consulting	12.3%
Operations/Logistics	2.7%
Human Resources	2.1%
Information Technology	1.4%
Others	6.2%

## Position

Manager	39.1%
Professional	21.0%
Director	8.0%
Assistant Manager	5.1%
GM/Vice GM	2.2%
Supervisor	2.2%
Others	5.0%

## Specialization of PostGraduate Diploma

- › General Management
- › Healthcare Management
- › Marketing
- › Quality Management
- › Entrepreneurial Management
- › Human Resource Management
- › Project Management
- › Public Health Management
- › Hospitality Management



## Students Profile by Region

Middle East	55%
Europe	8%
Asia	16%
Africa	19%
South America	2%



# PostGraduate Diploma

## Program Structure

- › General Management
- › Healthcare Management
- › Marketing
- › Quality Management
- › Entrepreneurial Management
- › Human Resource Management
- › Project Management
- › Public Health Management
- › Hospitality Management

<b>Name of the University</b>	Guglielmo Marconi University - Italy
<b>Name of the program</b>	Postgraduate Diploma in <i>(based on Specialization)</i>
<b>Number of Credits</b>	24 Credits
<b>Program Structure</b>	4 Modules <i>(based on the Specialization)</i>
<b>Duration</b>	3 - 4 months
<b>Mode of Delivery</b>	Online <i>Note: Some modules have live session</i>
<b>Assessment</b>	Final Assignment
<b>Payment Mode</b>	Pay per course / month - online
<b>Lecturers from</b>	Europe, UK and USA
<b>Online learning Management System (LMS)</b>	European Graduate School of Management LMS
<b>Graduation</b>	Option of Attending Graduation Ceremony in Rome, Italy



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# Guglielmo Marconi University **PostGraduate Diploma in**

## **Management**

- **Human Resource**
- **Leadership**
- **Finance for Managers**
- **Strategic Planning**





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# Guglielmo Marconi University **PostGraduate Diploma in**

## **Project Management**

- **Project Management**
- **Operations Management**
- **Quality Management**
- **Human Resource**







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# Guglielmo Marconi University **PostGraduate Diploma in**

## **Quality Management**

- **Quality Management**
- **Corporate Social Responsibility**
- **Leadership**
- **Strategic Direction**





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# Guglielmo Marconi University **PostGraduate** **Diploma in**

## **Human Resource Management**

- **Human Resource Management**
- **Organizational Behavior**
- **Strategic Direction**
- **Strategic Planning**





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**Guglielmo Marconi University**  
**PostGraduate**  
**Diploma in**

**Entrepreneurial**  
**Management**

- **Entrepreneurship Management**
- **Strategic Marketing**
- **Strategic Planning**
- **Finance for Managers**





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# Guglielmo Marconi University PostGraduate Diploma in

## Marketing

- **Consumer Behavior Analysis**
- **Marketing Plan**
- **Marketing Research**
- **Social Media & Digital Marketing**





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**Guglielmo Marconi University**  
**PostGraduate**  
**Diploma in**  
**HealthCare**  
**Management**

- **Healthcare Risk Managemnt**
- **Patient Safety**
- **Healthcare Policies & Procedures**
- **Healthcare Accreditation**





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# Guglielmo Marconi University **PostGraduate Diploma in**

## **Public Health Management**

- **Health Policy and Process**
- **Critical Foundations of Public Health**
- **Patient Safety**
- **Strategic Management**





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**Guglielmo Marconi University**  
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**Diploma in**

**Hospitality**  
**Management**

- **International Hospitality and Resort Operation**
- **Customer Service: The Guest Experience**
- **Strategic Management**
- **Human Resource Management**





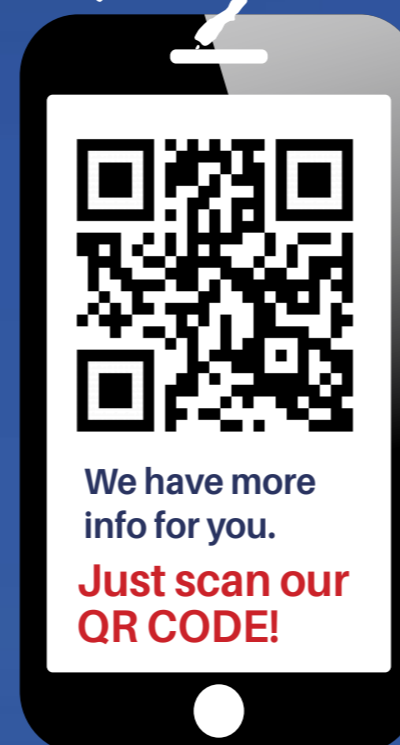
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