

Pearson BTEC Higher National Diploma (HND) in Business



ABOUT THIS COURSE

The Higher National Diploma (HND) in Business provides practical training, industry-specific insight and technical skills development in the overall understanding of the world of business.

This diploma is equivalent to the first two years of a bachelor's degree, allowing students to transfer to a top-up degree course with over 200 universities worldwide.

Our emphasis on hands-on learning allows students to gain up-to-date skills and understanding of techniques needed in business today. Students apply what they learn to solve problems faced by real life businesses.

COURSE OUTLINE

KEY POINTS

- Advanced Understanding of Business Environments
- Strategic Leadership and Management Development
- Applied Business Research and Project Management
- Fostering Innovation and Entrepreneurial Thinking
- Expertise in Global Marketing and Customer Value Creation

UNITS

● The Contemporary Business Environment	● Organisational Behaviour Management
● Marketing Processes and Planning	● International Marketing
● Management of Human Resources	● Research Project
● Leadership and Management	● Global Business Environment
● Accounting Principles	● Business Strategy
● Entrepreneurial Ventures	● Customer Value Management
● Managing a Successful Business Project	● E-Commerce and Strategy
● Innovation and Commercialisation	

ENTRY REQUIREMENTS

- 17+ years minimum
- BTEC Level 3
- GCSE – Grade A* – C
- Other related Level 3 qualifications
- CBSE, ISE, NIOS or All state boards of grade 12
- Relevant work experience (2 years minimum)
- Passing of Proficiency Test

CAREER OPPORTUNITIES

- HR Assistant
- Marketing Executive
- Accounting Clerk
- Supply Chain Analyst
- Digital Marketing Executive

SCAN QR CODE



**FOR ADMISSIONS &
ENTRY REQUIREMENTS**

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