

# 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.

**Duration : 24 Months**

**Fees : AED 35,000 / Year**

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

### 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

**FOR ADMISSIONS &  
ENTRY REQUIREMENTS**

SCAN QR CODE



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