

# BROCHURE



## **BUSINESS HIGHER NATIONAL DIPLOMA (HND)**

Pearson Higher National Diploma in Business with Top-up Pathways to Accredited Universities.



## PROGRAM OVERVIEW

The **Pearson BTEC HND in Business** is a two-year program designed to provide strong foundations in business and management. It focuses on practical learning and real-world skills essential for business leadership.

### KEY FEATURES:

- Globally Recognized Qualification: Awarded by Pearson, accepted worldwide.
- Practical Curriculum: Real-world case studies and projects.
- Industry-Relevant Skills: Tailored to meet employer expectations.
- Flexible Learning: Interactive sessions with experienced trainers.

### CORE MODULES (240 CREDITS):

UNIT 1: The Contemporary Business Environment

UNIT 2: Marketing Processes and Planning

UNIT 3: Management of Human Resources

UNIT 4: Leadership and Management

UNIT 5 Accounting Principles

UNIT 6: Managing a Successful Business Project

UNIT 8: Innovation and Commercialization

UNIT 9 Entrepreneurial Ventures

UNIT 19 Research Project

UNIT 20: Organisational Behaviour Management

UNIT 43 Business Strategy

UNIT 48: Customer Value Management

UNIT 50: International Marketing

UNIT 54: E-Commerce and strategy

UNIT 55: Planning Social Media Campaigns





## ENTRY REQUIREMENTS

Students who have recently been in education are likely to need:

- a BTEC Level 3 qualification in Business
- a GCE Advanced Level profile that demonstrates strong performance in a relevant subject or adequate performance in more than one GCE subject. This profile is likely to be supported by GCSE grades at A\* to C (or equivalent) and/or 9 to 4 (or equivalent) in subjects such as maths and English.
- Other related Level 3 qualifications
- Access to a Higher Education Diploma from an approved further education institution
- Relevant work experience, or
- an international equivalent to the above qualifications.

## ASSESSMENT

- Coursework
- Case Studies
- Practical Business Projects
- Industry Presentations

## TOP-UP PATHWAYS:

- Top-Up Duration: 1 Year
- Mode: Hybrid > Online(Dubai)/Face-to-Face(UK)
- Students can choose from any of the UK's top Universities like:

## Plymouth Marjon University



## CORE UNITS (120 CREDITS)

- Leadership and Management
- Business Reality
- Contemporary Business Issues
- Reflective Business Portfolio
- Honours Project





## PROGRESSION TO POSTGRADUATE STUDIES (MASTER'S DEGREE)

Students who complete their HND + Top-up (Bachelor's degree) can apply for a Master's degree in Business-related fields, such as:

- MBA (Master of Business Administration)
- MSc in Business, Marketing, Finance, or Management – Specialised master's degrees in various business disciplines.
- MA in Business & Entrepreneurship – Suitable for students aiming to start their own businesses.

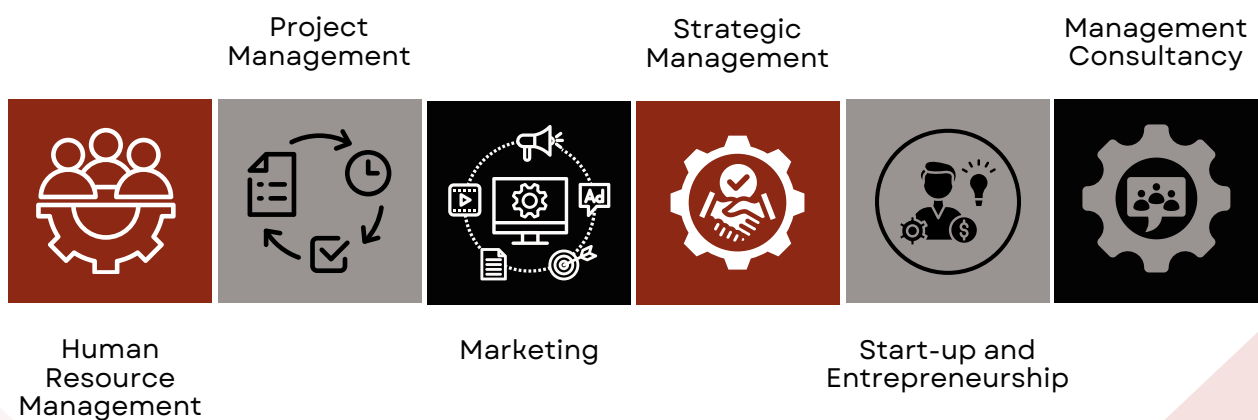
## CAREER PROSPECTS

Graduates of this pathway will be equipped for leadership roles across industries, such as:

- Business Management
- Marketing and Sales
- Human Resource Management
- Project Management
- Entrepreneurship

The combination of practical skills from the HND and strategic expertise from the Top-Up ensures graduates stand out in the global job market.

Upon completing this program, you will be well-equipped for a wide range of business and management roles, including:



# ADVANCED COURSE IN AI AUTOMATION FOR MANAGERS

Empowering Professionals with Cutting-Edge Automation Skills

The **ADVANCED COURSE IN AI AUTOMATION FOR MANAGERS** Program by Innova Training Institute is designed for ambitious graduates looking to Master Advanced Automation Techniques and Industry-leading AI tools. This program provides practical skills and strategic insights to lead projects effectively in an increasingly Automated Business Environment. This certification will be integrated into the HND Level 5 Year, allowing students to develop specialized skills in AI Automation tools alongside their core studies

## Key Learning Objectives:

- Master AI tools and their applications.
- Gain strategic procurement and risk management skills.
- Leverage AI for data-driven decision-making and process optimization.

## Course Highlights:

- **Expert mentorship** from industry leaders and AI professionals.
- Comprehensive training in **Automation tools** such as Microsoft Project, Asana, Trello (with Butler automation), and SAP S/4HANA.



- Practical assignments, real-world projects, and weekly quizzes to ensure hands-on learning.
- **Accreditation by KHDA** (Knowledge and Human Development Authority), London Academy of Applied Technology, and Cambridge Centre of Analytics, offering global recognition.

## Potential Career Opportunities:

Graduates of this certification are equipped to take on roles such as:

- IT and Software Development Manager
- Finance and Banking Analyst
- Chief Operations Officer (COO)
- Risk Management Specialist
- Energy and Utilities Project Lead



## PERSONALIZED MENTORSHIP FOR INDUSTRY EXCELLENCE

Our exclusive Mentorship Model provides focused guidance to nurture real-world skills, ensuring you graduate ready to excel in leadership roles.

- Exclusive 1:3 Mentor Ratio: Each mentor works with only 3 students, offering personalized, industry-relevant guidance.
- Mentors Monitoring Matrix (MMM): A unique framework to assess mentoring quality and effectiveness, ensuring the best learning outcomes.

## MEET OUR INDUSTRY MENTORS



### TONY PAGLIOCCO

Chief Product Officer at RAI Digital. Ex-Boeing, Ex-Hasbro. Agile and Data-Driven.



### RASHMI MENON

Healthcare Strategy Visionary and Product Management Pioneer.



### ROBERT LEMKE

Training Expert at Stanley Black & Decker. Master in Communication and Dealer Training



### HAROLD DIOLAZO

Marketing Communications Specialist and Growth Enthusiast at Ghobash Group.



### DIXIT JAIN

VAT and Tax Whiz. Business Restructuring Sage and Software Implementation Guru.



### DINA TAHHAN

Accomplished Patient Solutions Manager with a remarkable 20-year track record in healthcare | Makassed national college | Manzil Healthcare Services





## **WHY CHOOSE THIS PROGRAM?**

- **Dual Focus:** Gain strategic management expertise while mastering AI-driven business tools.
- **Industry Integration:** Learn from real-world mentors and practical case studies tailored to today's global business needs.
- **Enhanced Career Prospects:** Develop advanced skills that are highly sought after in leadership roles worldwide.
- **Global Recognition:** Earn an internationally recognized qualification from renowned UK Universities.
- **Pathways to Global Universities and Postgraduate Degrees:** Pathways to over 200 universities worldwide for Top-up. Seamless progression to Master's programs (MBA, MSc, MA) after completing the HND + Top-up pathway.

### **100% Internship Opportunity**

Learn from Day 1 - Experience Real-World Success:

- **Immediate Internship:** Jumpstart your career with an internship from Day One. Work alongside experts in our corporate partner companies while you study.
- **Seamless Transition to Employment:** Complete the course and internship to secure a permanent position in the same company. We bridge the gap between learning and doing!

### **Guaranteed Placement Model for 50 Students**

Your Career Path, Assured - Innovative Career Launchpad:

- **Guaranteed Work Placements:** Be one of the 50 students to benefit from guaranteed job placements. Our approach blends academic theory with practical experience.
- **Success-Driven Learning:** We ensure your education leads to a rewarding career, setting you on a path of professional triumph from the get-go.







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Potential  
with Innova .!!**