



Higher National Diploma International in **Business**

with

Business Management , Marketing,
Accounting and Finance,
Human Resource Management



DEMONT
INSTITUTE of
MANAGEMENT
& TECHNOLOGY

About DeMont



DeMont Institute of Management and Technology is an institution that offers exceptional Technical and Vocational Education and Training (TVET) programs in the UAE. DeMont offers top-notch programs that are permitted by the Knowledge and Human Development Authority (KHDA) and awarded by NCFE, CMI, and Pearson. DeMont strives to serve as a stepping stone for each student who walks through its doors, inching them closer to achieving their goals. Education and training are critical components of personal growth and development. With DeMont's quality education, students can succeed in their chosen careers.



A photograph of a large, multi-story brick building with a central entrance and a clock tower, illuminated at dusk. The sky is a mix of blue and orange. The building has arched windows and balconies. The entrance is a large archway with a glass door. The clock tower is on top of the central section. The building is surrounded by greenery and a paved walkway.

About Pearson UK



Pearson Education is a British-owned educational publishing and appraisal service for academic institutions and corporations, as well as for students directly. It integrates world-class educational content and evaluation, driven by

services and technology, to allow more efficient teaching and customized learning. Their mission is to have a direct partnership with millions of lifelong learners and to link education to the way people aspire to live and work each day. They assume that wherever learning flourishes, people do as well.



Higher National Diploma International in **Business** (Business Management)

Course Duration: **24 months** | Course Level: **5** | Modules: **15**

Overview

Pearson BTEC Higher National Diploma International in Business (Business Management) aims to build a strong educational foundation for the students who are interested in pursuing business as a career on a global platform, by incorporating key international theories and industry practices into the course material. It aims to transform students into professionals who are capable of meeting industry demands by providing them with a complete overview of the business landscape on an international scale. This will be implemented by indulging students in case studies, critical analysis of business theories and assignments that encourage students to interact and apply their knowledge in a variety of simulative

Module List

Core Modules

	Unit Name	Credit
1	Business and Business Environment	15
2	Market Processes and Planning	15
3	Human Resource Management	15
4	Leadership and Management	15
5	Accounting Principles	15
6	Managing a Successful Business Project	15
7	Organizational Behaviour	15
8	Innovation and Commercialization	15
9	Sales Management	15
10	Entrepreneurial Ventures	15
11	Business Strategy	15
12	Research Projects	30

Specialization Modules

	Unit Name	Credit
1	Understanding and Leading Change	15
2	Global Business Environment	15
3	Principles of Operation Management	15

Key Features

- Serves as a doorway into future higher education opportunities
- Helps build a strong foundation in the study of business
- Aims at addressing key business-related topics
- For beginners looking forward to advancing into the field of Business Management
- BTEC Pearson Certifications offer UK quality of education
- Students who attain this certification can directly enroll into the third year of their undergraduate degree program, saving up to 5 months on completion of their bachelor's degree

Top Skills you will learn:

- Global perspective of the business industry
- Functional Business Models
- International Operations
- Business strategy
- Management of business processes (HR, Sales, and Operations)
- Adaptability to changing conditions and resilience

Who is the programme for?

The BTEC Higher National Diploma International in Business is for students keen on continuing their education through the model of applied learning to pursue higher education with majors in international business. Additionally, a student who aspires to work with multinational corporations that have acquired brand recognition around the world will benefit from this course.



Career Progression

*A student with **HND International in Business (Business Management)** can explore job opportunities in:*

- Human Resources
- Marketing
- Sales
- Administration
- Operations
- Strategy
- Accounting
- Entrepreneurship



With an HND, students are also eligible to directly enroll into the third year of their undergraduate degree in International Business.



Higher National Diploma International in **Business** (Marketing)

Course Duration: **24 months** | Course Level: **5** | Modules: **15**

Overview

The modules taught in the **HND International in Business (Marketing)** program offer a deep insight into marketing theories, practices, and strategies. It explores marketing techniques, current marketing trends, the expansion of marketing into digital platforms and management. The course prepares students for various job roles in the industry by providing them with theories and practical exposure via projects, assignments, and case studies.

Module List

Core Modules

Unit Name		Credit
1	Business and Business Environment	15
2	Market Processes and Planning	15
3	Human Resource Management	15
4	Leadership and Management	15
5	Accounting Principles	15
6	Managing a Successful Business Project	15
7	Organizational Behavior	15
8	Innovation and Commercialization	15
9	Sales Management	15
10	Entrepreneurial Ventures	15
11	Business Strategy	15
12	Research Projects	30

Specialization Modules

Unit Name		Credit
1	Marketing Insights and Analytics	15
2	Digital Marketing	15
3	Integrated Marketing Communication	15

Key Features

- Serves as a doorway for further higher education opportunities
- Helps build a strong foundation in the study of marketing
- Aims at addressing key business-related topics
- For beginners looking forward to advancing into the field of business
- BTEC Pearson Certifications offer UK quality of education
- Students who attain this certification can directly enroll into the third year of their undergraduate degree program, saving up to 5 months on completion of their bachelor's degree

Top Skills you will learn:

- Updated marketing strategies
- Analysis of marketing campaigns
- Connecting to the target audience
- Digital marketing
- Communications
- Treatment of various marketing platforms

Who is the programme for?

The program is for beginners enthusiastic about pursuing a career in Marketing. This course is designed to familiarize students with the business as an industry, paying special attention to marketing.



Career Progression

HND International in Business (Marketing) enables students to explore the following career opportunities

- Marketing Agent
- Digital Marketing Executive
- Marketing Firm Owner
- Advertising
- Marketing Manager
- Business Development Associate
- Product Development Associate
- Brand Manager
- Market Research Analyst



With the HND, students are eligible to enroll directly into the third year of their bachelor's program and pursue further education in Marketing.



Higher National Diploma International in **Business** (Accounting and Finance)

Course Duration: **24 months** | Course Level: **5** | Modules: **15**

Overview

The **HND International in Business (Accounting and Finance)** program is created to enable students to step into the job market with the eligibility to explore career opportunities in the field of Finance. The program extensively covers topics of business and finance, which prepare students for a variety of finance-related job roles.

Through the course, students will receive a 360-degree education in business, incorporating knowledge about various processes, including - marketing, management, HR, and sales, in addition, to focusing on subjects of financial reporting, financial management and advanced management accounting.

Module List

Core Modules

	Unit Name	Credit
1	Business and Business Environment	15
2	Market Processes and Planning	15
3	Human Resource Management	15
4	Leadership and Management	15
5	Accounting Principles	15
6	Managing a Successful Business Project	15
7	Organizational Behavior	15
8	Innovation and Commercialization	15
9	Sales Management	15
10	Entrepreneurial Ventures	15
11	Business Strategy	15
12	Research Projects	30

Specialization Modules

	Unit Name	Credit
1	Financial Management	15
2	Financial Reporting	15
3	Management Accounting	15

Key Features

- Serves as a doorway to further higher education opportunities
- Helps build a strong foundation in the study of finance & accounting
- Aims at addressing key finance-related topics
- BTEC Pearson Certifications offer UK quality of education
- Students who attain this certification can directly enroll into the third year of their undergraduate degree program, saving up to 5 months on completion of their bachelor's degree.

Top Skills you will learn:

- Theories and practices essential for professionals in the finance sector to meet industry demands
- Reporting and analyzing financial data
- Account and finance management
- Principles of accounting
- Business strategy
- Management of other business processes (HR, Sales and Operations)
- Adaptability to changing conditions and resilience



Who is the programme for?

The program is for freshers who look forward to pursuing higher education with a specialization in Accounting and Finance which in turn will help them acquire eligibility for job opportunities in the finance sector.

*A student with **HND International in Business (Accounting and Finance)** can explore job opportunities as a:*

- | | |
|---------------------|-------------------------------|
| ○ Financial planner | ○ Banking |
| ○ Investor | ○ Insurance Agent |
| ○ Financial analyst | ○ Finance and Risk Manager |
| ○ Accountant | ○ Financial Portfolio Manager |
| ○ Credit Analyst | ○ Financial Consultant |



With an HND students are also eligible to directly enroll into the third year of their major in Finance.





Higher National Diploma International in **Business** (Human Resource Management)

Course Duration: **24 months** | Course Level: **5** | Modules: **15**

Overview

This **HND International in Business (Human Resource Management)** is a gateway for students to develop a thorough understanding of core business processes and theories. The program gradually incorporates the influence and significance of the human resource department, focusing on their roles and responsibilities that contribute to the smooth functioning of various other business activities. Through the course, students can look forward to acquiring knowledge and skills by methods of critical analysis, case studies and industry exposure.

Module List

Core Modules

	Unit Name	Credit
1	Business and Business Environment	15
2	Market Processes and Planning	15
3	Human Resource Management	15
4	Leadership and Management	15
5	Accounting Principles	15
6	Managing a Successful Business Project	15
7	Organizational Behavior	15
8	Innovation and Commercialization	15
9	Sales Management	15
10	Entrepreneurial Ventures	15
11	Business Strategy	15
12	Research Projects	30

Specialization Modules

	Unit Name	Credit
1	Resource and Talent Planning	15
2	Employee Relations	15
3	Strategic Human Resource Management	15

Key Features

- Serves as a doorway into future higher education opportunities
- Helps build a strong foundation in the study of human resource
- Aims at addressing key HR-related topics
- BTEC Pearson Certifications offer UK quality of education
- Students who attain this certification can directly enroll into the third year of their undergraduate degree program, saving up to 5 months on completion of their bachelor's degree

Top Skills you will learn:

- Resource and recruitment planning
- Screening and interviewing
- Recruiting and on-boarding
- Employee relations management
- Induction and training
- Labor laws



Who is the programme for?

This program aims to pave the way for students who wish to pursue higher education and career prospects in the field of human resources. The course is equivalent to completing two years of a bachelor's degree in HR. Students can consider opting for the third year of a bachelor's degree post completion of Higher National Diploma International in Business (Human Resource Management)



Career Progression

HND International in Business (Human Resource Management)
enables students to explore the following career opportunities

- HR Assistant
- HR Coordinator
- HR Specialist
- HR Generalist
- External Recruiter
- Team Building and Management Training Planner



With the HND, students are eligible to enroll directly into the third year of their bachelor's program and pursue further education in HR.

Testimonials



Izza Gaile Manabat

HND in Business with Accounting and Finance

A variety of well-intentioned activities at the institute broaden our learning experiences. We have a welcoming atmosphere with knowledgeable faculty and staff members. I chose the institute for its credibility and accessibility. Taking part in the regular interactive and engaging initiatives, I've learned things outside the classroom, and I've developed the confidence to face real-life situations and challenges. The experience has been fulfilling and I am grateful for it.

Mr. Fahad Shahzad

HND in Business with International Business

With the option to study part-time and online, the institute accommodates all of the students' needs, ensuring a well-rounded education. As a student here, I enjoyed not just my lessons, but also group activities, discussions, and presentations. These helped me become more confident and ease the pressure of public speaking. The faculty, administration, and classmates were always willing to help and offer advice during stressful deadlines and study problems. With this institute, students can feel a sense of belonging and community, and I am looking forward to a great future with them.



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