



BTEC HND PROGRAM

Business and Technology Education Council Higher National Diploma

YEAR 1

The Contemporary Business Environment

This module explores different types of organisations, their structures, operations, and relationships with stakeholders, while examining how external factors shape business strategy and decision-making. Students will develop analytical thinking, commercial awareness, and essential business skills that provide a strong platform for future study and professional success; also gain a strong foundation in the world of modern business and discover how organisations operate in an increasingly dynamic global environment.

Marketing Processes and Planning

This module discovers the power of marketing in shaping successful businesses and brands. This module introduces the core principles of marketing, consumer-focused strategies, and the marketing mix, while providing practical experience in developing effective marketing plans. Through real-world case studies and business applications, students will build creative, analytical, and strategic skills relevant to careers in marketing, business, and entrepreneurship.

Management of Human Resource

This module introduces the key principles and practices of Human Resource Management, including recruitment, employee engagement, training and development, performance management, and employment relations. People are at the heart of every successful organisation. Students will gain practical people-management skills and an understanding of how HR contributes to organisational growth, culture, and long-term success.

Accounting Principles

This module develops a solid understanding of the financial foundations of business. This module introduces essential accounting principles and practices, including budgeting, financial reporting, management accounting, and performance analysis. Students will gain practical financial skills while exploring the importance of ethics, transparency, and sustainability in modern accounting and business decision-making.

Leadership and Management

This module explores what makes effective leaders and successful managers in today's business world by examining leadership theories, management styles, motivational strategies, and performance management techniques that drive organisational success. Students will develop the confidence, communication, and decision-making skills needed to lead teams and contribute effectively in professional environments.

Managing a Successful Business Project

This module applies your knowledge to real-world business challenges through an engaging project-based learning experience. In this module, students will conduct independent research, analyse business issues, and develop practical solutions within a professional context. The module also strengthens project management, communication, presentation, and problem-solving skills highly valued by employers.

Business Law

This module develops an understanding of the legal framework that shapes modern business operations; explores key areas of business law, including company formation, shareholder rights, director responsibilities, employment law, and market regulation. Students will learn how legal principles apply in real business situations while developing practical knowledge essential for responsible and effective business practice.

Innovation and Commercialisation

This module introduces students to the principles of creativity, innovation management, and commercial development within organisations. Innovation drives growth and competitive advantage in today's fast-changing economy. Students will explore how businesses transform ideas into successful products, services, and opportunities while developing innovative thinking skills for future careers.

YEAR 2

Statistics for Management

This module introduces students to statistical methods used in business analysis and management decision-making. Data-driven decision-making is a key skill in modern business. Students will learn how to interpret data, identify trends, and apply analytical techniques to support informed business strategies and professional problem-solving.

Business Strategy

This module explores how organisations achieve long-term success through strategic thinking and planning. The module examines key strategic management theories, models, and frameworks used to guide organisational direction and decision-making. Students will develop the analytical and strategic skills needed to contribute effectively to business growth and competitive advantage.

Organisational Behaviour Management

This module explores how people, culture, and workplace dynamics influence organisational performance. The module examines key theories of organisational behaviour, including teamwork, communication, leadership, motivation, and organisational culture. Students will develop essential interpersonal and management skills that support effective collaboration and inclusive workplace practices.

Research Project

This module enables students to advance their academic and professional skills through independent research. Students will investigate a contemporary business topic related to their specialist pathway while developing skills in research design, data analysis, critical thinking, and professional presentation. The module provides valuable experience in producing research that supports informed business decisions and professional development.

Modules in Management pathway

Principles of Operations Management

This module introduces the key concepts and practices of operations and supply chain management. Students will explore process improvement, quality management, logistics, and operational strategy while gaining practical insights into how organisations optimise performance and maintain competitive advantage across industries.

Managing and Leading Change

This module explores the drivers of organisational change, the impact of change on people and performance, and the strategies used to lead successful transformation. Students will develop practical skills in planning, implementing, and responding effectively to change within professional environments.

Global Business Environment

This module examines the opportunities and challenges of operating in an interconnected global economy. Students will explore international business environments, global market influences, and the strategies organisations use to expand and manage their international presence. The module develops a global mindset and the analytical skills required to navigate complex international business contexts.

Modules in Marketing pathway

Marketing Insights and Analytics

This module explores consumer behaviour and the ways organisations use data to develop effective marketing strategies. Students will examine customer motivations, purchasing behaviour, digital influences, and customer experiences through marketing theories and real-world business applications. The module develops analytical and strategic thinking skills essential for modern marketing careers.

Integrated Marketing Communications

This module introduces the principles of marketing communications, promotional strategies, branding, and audience engagement across multiple communication channels. Through practical business applications, students will develop creative and professional skills relevant to careers in marketing, communications, and brand management.

Digital Marketing

This module explores the tools, techniques, and strategies used in digital marketing to build brand awareness, engage audiences, and drive business growth. Students will gain practical knowledge and industry-relevant skills that prepare them for careers in digital marketing and related fields.

Modules in Accounting & Finance pathway

Financial Reporting

This module develops advanced knowledge and practical skills in preparing, analysing, and interpreting financial statements for incorporated organisations. Students will explore financial reporting standards, regulatory frameworks, and international accounting practices that support effective business decision-making.

Management Accounting

This module focuses on the role of management accounting in supporting organisational performance and strategic decision-making. Students will explore costing techniques, budgeting, variance analysis, and performance measurement within complex business environments. The module develops strong analytical and financial management capabilities.

Financial Management

This module provides a comprehensive understanding of financial management and its contribution to organisational success. Students will explore sources of finance, working capital management, investment appraisal, financial risk management, and value creation strategies. The module develops critical analytical and decision-making skills relevant to finance and banking careers.