



**Higher National
Diploma (HND)**



**Two year
programme**



**April & September
intake**



**Internship
(3 months)**

OUR BTEC DIPLOMAS

Bored of sitting in a classroom all day? Want to get started on your career as soon as possible?

AIHM has partnered with Pearson, the UK's largest educational qualifications provider, to offer globally recognised BTEC diplomas in business, marketing, travel and tourism. Over the course of one/two years, you will learn by doing, acquiring practical skills through real-world assignments that prepare you for professional life from day one.

Take the first step to a stellar career with **AIHM**.

WHY STUDY AT AIHM?

At AIHM, learning is engaging, fun and hands-on, with curricula developed in partnership with industry leaders to equip you with real-life skills. You will learn in a close-knit international community, improving your English and broadening your horizons as you go.

As part of Minor International, AIHM students enjoy preferred employment status at one of Asia's largest conglomerates when they graduate, with multiple industries to choose from.

You can also embark on further study, transferring to a Pearson partner university in the UK and graduating with a bachelor's in only one additional year, or continue study in Thailand for two additional years.

Some of our BTEC partner institutes:



FROM THAILAND TO THE WORLD

BTEC SUBSIDIARY DIPLOMA IN BUSINESS

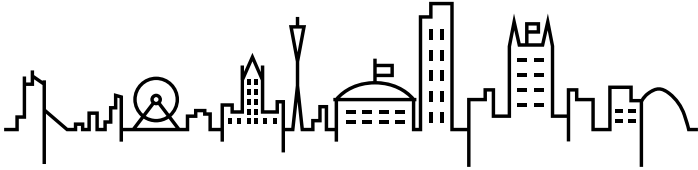
The programme (one year)

Level 3

- Exploring Business
- Research and Plan a Marketing Campaign
- Principles of Management
- Career Development
- Recording Financial Transactions

Admissions requirements

- A high school diploma or equivalent
- IELTS: 5.0 or equivalent
- 16 years of age at date of entry



BTEC HIGHER NATIONAL DIPLOMA IN INTERNATIONAL BUSINESS & MARKETING

The programme (two years + internship)

Level 4/HNC

- Business and the Business Environment
- Marketing Process and Planning
- Leadership and Marketing
- Human Resource Management
- Accounting Principles
- Managing Customer Experience
- Managing a Successful Business Project
- Entrepreneurial Venture
- English for Business

Level 5/HND

- Financial Marketing
- Digital Marketing
- Principles of Operations Marketing
- Organisational Behaviours
- Pitching and Negotiations Skills
- Launching a New Venture
- Research Project
- English for Business

BTEC HIGHER NATIONAL DIPLOMA IN TRAVEL & TOURISM

The programme (two years + internship)

Level 4/HNC

- The Contemporary Travel and Tourism Industry
- The Travel and Tourism Business Toolkit
- Managing the Customer Experience
- Leadership and Marketing for Service Industries
- Online Travel Management
- Corporate Travel Marketing or Global Tourism Destinations
- Entrepreneurship and Small Business Management
- Marketing Essentials for Travel and Tourism
- Professional Identity and Practice
- English for Tourism

Level 5/HND

- Tourism Consumer Behaviour and Insight
- Launching a New Business
- Digital Sales and Marketing
- Adventure Tourism
- Innovative Cultural and Heritage Marketing
- Research Project

YOUR ROUE TO A BACHELOR (HONS)



To get started, visit www.aihm.education or scan the QR code to connect with our Admissions Team.

Admissions requirements

- A high school diploma or equivalent
- IELTS: 5.5 or equivalent
- 17.5 years of age at date of entry