



## Concentration Courses

**Ethics for a Global Economy (Business Ethics)** This study is designed to facilitate an understanding of philosophy of ethics and ethical decision-making process. The study emphasizes the overall philosophies, theories, and concepts of moral reasoning in making informed ethical decisions in various areas of business and business management.

**Diversity in the Workplace** This course will examine the issues, challenges, and opportunities presented by diversity in the workplace. Issues related to employee diversity, in terms of gender, race/ethnicity, career development, and cultural background are emphasized. The objective is to broaden student's perspectives about the dynamics of diversity and to help them work more effectively in diverse workplace environments. Diversity is a workplace characteristic; inclusion is a workplace value. The course examines ways in which the organization benefits from an environment that values, welcomes and includes all employees.

**International Cross Cultural Management** The main objective of this study is to understand the management and leadership of successful business relationships between international business participants from different cultures. Topics include: the basics of culture and cultural theory; globalization and culture; problems of cross-cultural communication and negotiation; the impact of cross-cultural differences on business and management performance; working in cross cultural environments and on cross cultural teams; leadership across cultures; international business customs and protocol; and culturally sound strategies for organizational success in the global business context.

**Leadership** This study explores the theory and practice of effective leadership. Some of the topics students will explore include leadership theories, the nature of managing and leading, behavioral indicators of leadership and the complex nature of power and influence within organizations.

**Global Strategies (Strategic Management)** This course is concerned with the field of business policy and strategic management, as well as understanding a conceptual framework for policy formulation and strategic planning. The course also looks at the development of organizational policy as it applies to finance, marketing, production, operations, and human resources within the broad areas of management and systems. A major goal of this course in the business curriculum is to develop a general business and management point of view in the context of a global business environment. Notes: This is a capstone course for students with concentrations in Business Administration or Management. Students are expected to integrate their knowledge from their prior studies and work experiences in this course.

**Small Business Management** This course is taught as a capstone course and is designed for students who wish to own and manage their own business or understand the managerial aspects of a small business. It is a course designed to give the student the appropriate theoretical and applied learning needed to understand the working environment of the typical small business and to provide skills needed to develop a full business plan.

## why choose this programme

### Highly Qualified Academic Staff

Our team comprises professors from prestigious universities with extensive experience both in Greece and internationally

### Diverse Concentrations

Choose from multiple concentrations to tailor your degree to your interests

### Exploratory First Years

Sample various courses in the first two years before selecting your concentration

### Comprehensive Education

Broaden your knowledge with a diverse General Education curriculum

### Program Flexibility

with full-time or part-time studies

### Adaptable Pathways

Change your concentration during your studies to better align with your evolving career goals



“Careers in management encompass roles in various departments within an organization, such as human resources and administration. Our management graduates have successfully pursued careers in sectors like banking, sales, education, and IT. With the right work experience, they can quickly advance to higher positions within organizational administration. Additionally, they have the potential to start their own small business enterprises.



**Apply Now!**  
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PRAGUE



**NEW YORK COLLEGE**  
THE INTERNATIONAL COLLEGE OF GREECE  
**The LEADING College**  
of University Studies in Greece:  
The ONLY Greek College with expertise in founding and  
operating Private Universities in Europe!

# Bachelor of Science (BS) MANAGEMENT



## Empowering Future Managers



STATE UNIVERSITY OF NEW YORK  
**EMPIRE STATE**  
UNIVERSITY



**NEW YORK COLLEGE**  
THE INTERNATIONAL COLLEGE OF GREECE

The **Bachelor of Science (BS) in Management** program, offered by the State University of New York - Empire State University, U.S.A., at New York College in Greece, equips students with comprehensive knowledge and skills in managing organizations.

Graduates will demonstrate expertise in organizational behavior, operations management, the legal environment of business, and business policy, along with foundational knowledge in human resources management, information systems, small business, finance, and marketing. They will also have a solid understanding of business fundamentals, including management science, economics, accounting, computing and information systems, organizational behavior, business law, and ethics. The program provides a well-rounded education through its General Education curriculum, covering science and liberal studies. Students will learn to analyze and apply management, leadership, and motivation theories, understand the impact of international business environmental factors—legal, economic, and cultural—on global business operations, and explain the principles and theories of ethical decision-making and their practical implications in everyday business conduct. Graduates will be well-prepared to pursue postgraduate studies or professional qualifications in the field of management, equipped with the necessary skills to excel in their careers.

## LEADING TOMORROW



### Programme Duration:

Full time: 4 years  
Part Time: 5-6 years

### CURRICULUM

General Education - 30 credits	
<i>You must take these 6 courses = 18 credits</i>	
1	Intro to College Reading and Writing
2	Effective Reading & Writing
3	Math
4	US History
5	Natural Science course
6	Diversity course
<i>Select 3 of the following 5 areas = 9 credits</i>	
1	Social Science course
2	Western Civilization course
3	Other World Civilizations
4	Humanities course
5	Arts course
<i>Take 1 course from any category = 3 credits</i>	
	GenEd elective course

Empire State University Concentration Courses - 32 credits	
1	Ethics for a Global Economy
2	Diversity in the Workplace
3	International Cross Cultural Management
4	Leadership
5	Global Strategies
6	Small Business Management

### New York College Concentration Prerequisites

1	Managerial Accounting
2	Financial Accounting
3	Statistics for Business
4	Principles of Management
5	Principles of Marketing
6	Intro Microeconomics
7	Intro Macroeconomics
8	Business Law
9	Management Information Systems
10	HR Management
11	Corporate Finance
12	Organizational Behavior
13	Money & Banking
14	Economics of the European Union

### Elective credits (either or both NYC and ESU)

Social & Economic Development	Intro to Speech Communication
Intro to Business Communication	Public Relations
Intro to Sociology	

### Electives

Conflict and Negotiation	International Political Economy
International Marketing	Marketing & Sales Promotion
International Economics	

# STATE UNIVERSITY OF NEW YORK Empire State University, U.S.A.

The STATE UNIVERSITY OF NEW YORK is the largest university in the United States with 64 campuses and 400,000 students. Empire State University is one of the 64 colleges and universities of the STATE UNIVERSITY OF NEW YORK with approximately 20,000 students each year. STATE UNIVERSITY OF NEW YORK - Empire State University (SUNY-ESU) offers fully accredited undergraduate and graduate programs as well as professional degrees. Founded in 1971, it is internationally renowned for its flexible and innovative programs. The Department of International Programs at STATE UNIVERSITY OF NEW YORK - ESU collaborates with educational institutions around the world to serve undergraduate students. Students participate in classroom and online courses in Athens, Thessaloniki and Prague (Czech Republic).

**New York College has a franchise agreement under the Greek Ministry of Education legislation and the degree you will receive at the end of your studies is awarded by the University itself.**



“**New York College and its staff will support and encourage you to reach your goals and potential. The vision of New York College is to create excellent opportunities for its students through the provision of vocationally relevant programmes, working alongside industry and professional bodies. The areas of study provide a solid grounding in the major business disciplines and core business skills.**

**Our faculty are experts in their fields, and they develop courses based on up-to-date best practice and the latest academic research. They have excellent academic credentials and substantial managerial and executive leadership experience. The programme is challenging but rewarding, and develops practical skills immediately applicable in a global market.**

**It is my pleasure to welcome you to this stage of your education and I trust that you will find your experience here at New York College both rewarding and enjoyable.**

**Kelley Galloway**

Head of Business Programmes, New York College



Aerial view of the central administration building of the STATE UNIVERSITY OF NEW YORK in Albany, NY c.1980