



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.

International Business

In this course, students will acquire an advanced understanding of the theories, concepts, and practices involved in international business. Topics include: the nature and patterns of international business; economic, socio-cultural, political, legal and labor issues; the role of international organizations; the international monetary system; theories of trade, investment and economic development; operational and strategic management issues related to business with foreign nations; and the significance of international trade agreements. This is an upper-level course requiring advanced level writing, analytical, and research skills. To fully benefit from the course students should take it in the final half of their degree program.

Operations Management

In this course students will learn about the concepts, methodologies, and challenges of operations management. Operations management involves the planning, organizing, leading, and controlling of resources for an organization's transformation of inputs to desired outputs - the production of and delivery of goods and/or services to customers. The student will develop an understanding of the factors that are balanced to optimize the effectiveness of delivering these products and/or services. Quantitative and qualitative analytical methodologies aiding in the manager's decision making process will be explored. Students will study the strategic importance of operations. Topics covered will include process and operations design, capacity, inventory management, forecasting, quality, aggregate and resource planning, just-in-time and lean operations, product design, supply chain, technology utilization and operations in a global context.

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

Comprehensive Education

Broaden your knowledge with a diverse General Education curriculum

Diverse Concentrations

Choose from multiple concentrations to tailor your degree to your interests

Program Flexibility

with full-time or part-time studies

Exploratory First Years

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

Adaptable Pathways

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



“ For those planning to enter the workforce immediately, this degree equips you with the highly-valued knowledge and skills needed for success in various entry-level business positions. Opportunities abound in sectors such as banking, small business enterprises, multinational corporations, and non-profit organizations. Additionally, students will gain the essential skills to become entrepreneurs and small business owners. Greek/EU nationals can have their SUNY/ESC degree's professional qualifications recognized by Greek state authorities.



Apply Now!
Athens: 38 Amalias Ave., Syntagma
tel.: +30 210 32 25 961
Thessaloniki: 138 Egnatias & P.P. Germanou
tel.: +30 2310 88 98 79
info@nyc.gr, www.nyc.gr



NYC ATHENS CAMPUS
ATHENS, SYNTAGMA



NYC THESSALONIKI CAMPUS
THESSALONIKI



UNIVERSITY OF NEW YORK
IN PRAGUE (UNYP)
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) BUSINESS ADMINISTRATION



Empowering Leaders, Building Futures



STATE UNIVERSITY OF NEW YORK
EMPIRE STATE
UNIVERSITY



NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE

Welcome to the **Bachelor of Science (BS) in Business Administration**, awarded by the State University of New York-Empire State University at New York College in Greece. This prestigious program is designed to equip students with a comprehensive understanding of essential business disciplines including management science, marketing, economics, accounting, computing and information systems, organizational behavior, business law, and ethics. Through our robust General Education program, students also gain a solid foundation in science and liberal studies.

Upon successful completion of the BS in Business Administration, students will be adept at applying their knowledge critically and analytically to real-world situations. They will be able to comprehend the intricate political, social, legal, regulatory, environmental, and technological impacts on organizations. Additionally, graduates will have a practical understanding of the global business environment and multi-cultural issues. They will be capable of integrating their acquired knowledge to analyze businesses, identify strengths and weaknesses, and recommend strategic improvements. Embark on your journey to becoming a business leader with our rigorous and dynamic program.

LEAD INNOVATE SUCCEED

CRITICAL
THINKING



DATA
ANALYTICS



SELF-
MANAGEMENT



SELF-
AWARENESS



COMMUNICATION
SKILLS



“

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



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	International Business
3	Operations Management
4	Global Strategies
5	Small Business Mgt.

New York College Concentration Prerequisites	
1	Statistics for Business I
2	Business Law
3	Principles of Management
4	Principles of Marketing
5	Intro Microeconomics
6	Intro Macroeconomics
7	Managerial Accounting
8	Financial Accounting
9	HR Management
10	Management Information Systems
11	Corporate Finance
12	Organizational Behavior

Elective credits (either or both NYC and ESU)	
Statistics for Business II	Money & Banking
Social & Economic Development (L)	Public Relations
Intro to Business Communication	Advanced Writing & Research
Intro to Sociology	Economics of the European Union
Electives	
Leadership	Int'l Cross Cultural Management
Emerging Markets	Marketing & Sales Promotion (pre-req. principles of marketing)
International Economics	Marketing Management
International Political Economy	

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.



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