



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.

Social Media Communication This course gives students the chance to use a variety of social media applications to promote a message of their choice (example: marketing a product, spreading a news story). Students will study media history, including earlier phases of the Internet, learn to distinguish among various social networking tools. Email, Facebook, TikTok, LinkedIn and Twitter are just a few of the applications one might use to promote a business, send a message to the public, forward news, tell a story, or keep up with old friends and new acquaintances. In addition, students will explore cultural ramifications such as the spread of fake news, and the ability for activist groups to organize to make social change. This course allows students to improve their writing, oral presentation, and research skills.

Advanced Public Relations By combining academic thinking in PR with practical tasks in strategy development and implementation based on real life examples, the course provides an insight in core tasks of the Communications and Public Affairs functions within organizations. The course builds on the previously gained knowledge of basic PR concepts and extends on it, with focus on particular capabilities in development of communications strategies for corporate reputation building and protection, corporate social responsibility programs and marketing PR programs. The interrelation of Communications and Public Affairs function with other management disciplines, as well as processes of engaging key external stakeholders, are explained. Building on the knowledge gained in the "Public Relations Principles" course, it will extend particularly on the development of communication strategies for various subfields of corporate communication and PR.

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.

Marketing Communication: Advertising & Promotion This course is designed to develop an understanding of all aspects of integrated marketing communications, including advertising, direct marketing, the Internet, interactive media, sales promotion, public relations, personal selling, social and consumer-driven media, and consumer advertising. It provides details on how to research and evaluate a company's marketing environment and promotional situation within the context of consumer behavior, other variables in the marketing mix and overall corporate's marketing plans, and how to use various promotional tools to develop effective communications strategies and programs.

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



“ The International Business major is designed to provide students with a solid foundation in managing business operations across national borders. It offers an in-depth understanding of the essentials of running a business from an international perspective. This concentration opens up employment opportunities in large national firms that trade or invest internationally, international firms in Greece or abroad that hire local employees with a global outlook, domestic businesses serving international customers (such as tourism and trading companies), and government bodies and NGOs involved in international activities.



Apply Now!
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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) INTERNATIONAL BUSINESS

Navigating Global Markets



STATE UNIVERSITY OF NEW YORK
EMPIRE STATE
UNIVERSITY



NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE

The **Bachelor of Science (BS) in International Business**, offered by the State University of New York - Empire State University, U.S.A. at New York College in Greece, equips students with a comprehensive understanding of managing international business, finance, marketing, and relations. Graduates will demonstrate knowledge of business fundamentals, including management science, economics, accounting, computing and information systems, organizational behavior, and business law.

The program also provides a solid foundation in science and liberal studies through the general education curriculum. Students will learn to explain the impact of legal, economic, and cultural factors on global business conduct, understand the political, regulatory, and environmental context of global business practices, and grasp the principles and theories of ethical decision-making and their practical implications in everyday business. This program prepares graduates for postgraduate studies or professional qualifications in the field of management.

YOUR PATH TO INTERNATIONAL BUSINESS LEADERSHIP



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	International Cross Cultural Management
4	International Marketing
5	Global Strategies
6	International Finance
7	International Economics

Electives	
Conflict and Negotiation	International Political Economy
Marketing Management	Managerial Leadership
Marketing & Sales Promotion	

Programme Duration:
Full time: 4 years, Part Time: 5-6 years

CURRICULUM

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	(International) Business Law
9	Management Information Systems
10	Corporate Finance
11	Organizational Behavior
12	Money & Banking
13	Economics of the European Union
14	Communication Among Cultures
15	International Organizations
16	Social & Economic Development

Elective credits (either or both NYC and ESU)	
Human Resource Management	Advertising
Intro to Business Communication	Intro to Speech Communication
Operations Management	Service Marketing

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.

CRITICAL THINKING



PUBLIC RELATIONS



BUSINESS APPLICATIONS



NEGOTIATION METHODS



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



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