



NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE



DUAL DEGREE in Business Administration

GAIN A COMPETITIVE ADVANTAGE IN THE BUSINESS SECTOR, WITH THE ONLY DUAL DEGREE IN GREECE!

The university program for the degree (DUAL DEGREE) Bachelor in Business Administration and with studies entirely at NEW YORK COLLEGE in Greece, is a unique educational offer. Students have the opportunity to benefit from the advantages offered by the combination of the English and the American educational system and obtain two University degrees, from the British State University, the **UNIVERSITY OF BOLTON**, and the largest state university in the US, the **STATE UNIVERSITY OF NEW YORK-ESU**, in just 4 years.

What you will learn:



The curriculum provides our students with a strong background in the field of **Business Administration**, with expanded knowledge and skills such as practice in the business world, case studies and presentation skills, essential in the Greek and international job market.



Following a carefully designed educational path, they acquire the knowledge provided by the American pluralistic education system and the targeted specializations offered by the British education system, giving them the opportunity to choose between **seven modern specializations** (Entrepreneurship, Marketing, Human Resource Management, Law, Finance, Supply Chain Management or Retail).



At the end of the programme, students will have acquired the necessary skills to take on **management roles** in any type of business or organisation in the public or private sector, for a career without borders!

WHY TO CHOOSE THIS PROGRAM

- **DUAL DEGREE** from the British State University, the **UNIVERSITY OF BOLTON**, and the largest state university in the US, the **STATE UNIVERSITY OF NEW YORK - ESC**, in just 4 years.
- The **UNIVERSITY OF BOLTON** is among the 50 best universities in Britain (The Guardian's Best University Guide 2021) and was recently named one of the top 4 universities in Britain in terms of student satisfaction, according to the Complete University Guide's rating.
- The **STATE UNIVERSITY OF NEW YORK (SUNY)** is the largest university in the United States with **Empire State University** being one of SUNY's 64 colleges and universities.
- **Curriculum flexibility:** There are full-time or part-time options.
- Particular emphasis on **practical topics** related to the operation and prospects of business on a global scale.

CAREERS

Graduates of the programme have a huge competitive advantage in the labour market, as they can pursue careers in multinational European and American companies that expect their executives to have the knowledge and skills to cope with a complex and volatile economic, social and multicultural environment. As holders of the **DUAL DEGREE** in Business Administration, graduates are given the opportunity to continue their studies at postgraduate and doctoral level.

DUAL DEGREE in Business Administration

A DUAL REAL DEGREE

with National and International Recognition:

An American and British degree simultaneously in 4 years, from the largest university in the US, the STATE UNIVERSITY OF NEW YORK/ESC and the University of BOLTON, England

Module Content:

Level 3 Introduction to Degree Studies I, Management in Practice, Introduction to Degree Studies II, Computer Science & Statistics for Management, Applied Finance, Digital Marketing in Practice

Level 4 Commercial Law, Business Environment, Professional and Academic Skills, Modern Marketing Issues, Information Systems and Large Scale Data Analysis, Human Resources and Performance

Level 5 Business Administration and Career Development Internship (200 hours), Leadership and Team Management, Project Management, Business, Innovation and Creativity, Financial Management and Decision Making

Level 6 Dissertation, Business Strategy

- **Personnel Management:** International Personnel Management, Learning and Development, Industrial Relations
- **Business:** E-Commerce & Contemporary Marketing Issues, Advanced Commercial Law, Financial Reporting
- **Financial:** Financial Statements, Practical Applications, Financial Accounting & Regulatory Framework
- **Law:** Corporate Governance, Advanced Commercial Law, Labour Relations
- **Marketing:** E-Commerce & Contemporary Issues in Marketing, Global Consumer Behavior, Integrated Digital Marketing Campaigns
- **Retail:** Retail Management, Consumer Behavior, Digital Marketing Campaigns
- **Supply Chain Management:** Strategic Information Management, Supply Chain Management, Logistics and Operations Management

Educational Planning, Biological Psychology, US History & Civil Rights or Ethics or Images of Women in Western Culture, World History/ Global Awareness course or Diversity course, Statistics, Business Ethics, Operations Management, International Business



UNIVERSITY OF BOLTON, U.K.

The state UNIVERSITY OF BOLTON is located in the Greater Manchester area of England with a history dating back to 1824. According to the Guardian (Best UK Universities 2022 - rankings), the UNIVERSITY OF BOLTON was ranked 12th among all UK Universities in terms of student satisfaction with teaching standards (satisfied with teachers) and, in addition, in terms of overall ranking (Guardian score), it was upgraded by 4 places to 46th among all UK Universities for 2021-2022. Recently, the BBC highlighted the UNIVERSITY OF BOLTON as a model for UK Universities, regarding its operating standards for student safety from the Covid-19 pandemic: [fb.watch/7z91qjfl7J/](https://www.bbc.com/news/health-57919171) and the UK Education Secretary Michelle Donelan, from the floor of the House of Commons, referred to the "amazing work the University is doing": [fb.watch/7ziulS3_8t/](https://www.bbc.com/news/health-57919171)



STATE UNIVERSITY OF NEW YORK/ ESU, 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.

