



# BS/Business Communication

## Knowledge outcomes:

Upon successful completion of this program students will be able to:

- Understand the scope and dynamics of Communication, Media, Public Relations, Advertising, and Marketing, as well as legal and ethical issues related to business operation and development;
- Have a basic knowledge of the political, social, legal, regulatory, environmental and technological implications for businesses and organizations, as well as in the pursuit of government policy;
- Apply their knowledge analytically and critically to real-life situations, such as the preparation of a communication analysis and the development of a communication strategy, in order to analyze the internal and external relations of the company, to identify its strengths and weaknesses, to realistically assess the relevant business risks and what changes are needed in its communication strategy.

## Skills outcomes:

As a result of completing this program, students should have acquired the following skills and values:

- excellent written and oral communication skills;
- excellent use of communication methods, including public relations and advertising techniques;
- demonstrate analytical and critical-thinking skills necessary to make sound business and personal decisions;
- speech communication skills;
- effective use of communication tools;
- effective self-management in terms of time, planning and behaviour, motivation, self-starting, and individual initiative and enterprise; and
- self-awareness, openness and sensitivity to diversity in terms of people, cultures, business, public affairs and government.

**Degree:** Bachelor of Arts (BA)

**Area of Study:** Cultural Studies

**Concentration:** Communication

**Start Dates:** October; February

**Assessment:** A variety of methods of assessing students progress are used including essays, reports, critical analyses, presentations, online assignments and discussions and proctored and open book examinations.

**Possible Career Options:**

For those of you who plan to go directly into the workforce, this degree provides you with the highly-valued communications knowledge and skills necessary to be successful in a variety of entry-level positions in the field of communications, including corporations, mass media, public affairs, and not-for-profit organizations. Students will have the skills to start their own small business.

The Greek/EU nationals may have the professional qualifications of their SUNY/ESC degree recognized by the Greek state authorities.



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

# BS/Concentration BUSINESS COMMUNICATION

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	Business Ethics
2	Social Media Communication
3	Advanced Public Relations
4	Global Strategies
5	Marketing Communications: Advertising & Promotion

Electives	
Communications Analysis	Advanced Advertising
Communications Decisions	Consumer Behaviour (pre-req. Psych. Adj.)
Media Interviewing Skills	Psychology of Advertising

New York College Concentration Prerequisites	
1	Principles of Advertising
2	Advanced Writing & Research
3	Statistics I
4	Principles of Management
5	Principles of Marketing
6	Intro Microeconomics
7	Intro Macroeconomics
8	Business Law
9	Intro to Business Communication
10	History of Mass Media
11	Public Relations
12	Organizational Behavior
13	Communication Among Cultures
14	Management Information Systems
15	Financial Accounting
16	Managerial Accounting

Elective credits (either or both NYC and ESU)	
Human Resource Management	Interpersonal Communication
Theories of Human Communication	Intro to Speech Communication
Social & Economic Development	Advanced Speech Communication
Intro to Sociology	