



BS International Business

Knowledge outcomes:

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

- › demonstrate in-depth knowledge of management of international business, international finance, international marketing and international relations;
- › demonstrate knowledge of business fundamentals including understanding of management science, economics, accounting, computing and information systems, organizational behaviour, and business law;
- › have a foundation in science and liberal studies as delivered through the general education program;
- › demonstrate an ability to explain the effect of international business environmental factors (legal, economic and cultural) on the conduct of global business;
- › understand the political, regulatory and environmental context in which the global practice of business is conducted;
- › demonstrate an understanding of the principles and theories of ethical decision-making and their practical implications in the everyday conduct of business; and
- › pursue postgraduate studies or professional qualifications in the field of management.

Skills outcomes:

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

- › excellent written and oral communication skills;
- › analytical and critical-thinking skills necessary to make sound business and personal decisions;
- › numeric and quantitative skills including data analysis, interpretation and extrapolation;
- › effective use of communication and information technology for business applications;
- › effective self-management in terms of time, planning and behavior, motivation, self-starting, individual initiative and enterprise; and
- › self-awareness, openness and sensitivity to a diverse group of people, both in business and from other cultures.

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:

The International Business major is designed to give students a solid grounding in the managerial aspects of conducting business across national borders. It provides students an opportunity to study the essentials of running a business from an international point of view. The international business concentration leads to employment opportunities in large national firms that trade or invest outside of Greece, international firms located in Greece or abroad hiring local employees having an international perspective, domestic businesses with international customers (e.g., tourism and trading companies), government bodies and NGOs engaging in international activities.

BS / INTERNATIONAL BUSINESS

General Education - 30 credits

	COURSE	CREDITS
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You must take these four courses = 12 credits

1	Composition I	3
2	Composition II	3
3	College Algebra (required)	3
4	US History course	3

Select **4** of the following 7 areas = 12 credits

1	Natural Science course	3
2	Psychology of Adjustment (required)	3
3	Western Civilization course	3
4	Other World Civilizations	3
5	Humanities course	3
6	Arts course	3
7	Computer Applications I	3

Take **2** courses from any category = 6 credits

	Elective general education course	3
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New York College Concentration Prerequisites - 46 credits (plus any concentration relevant electives)

	COURSE	CREDITS
1	Statistics for Business (prereq. College Algebra)	3
2	Greek Business and Labor Law	4
3	Principles of Marketing	3
4	Principles of Management	3
5	Intro. Microeconomics	3
6	Intro. Macroeconomics	3
7	Financial Accounting	3
8	Managerial Accounting	3
9	Principles of Advertising	3
10	Economics of the European Union	3
11	Introduction to Sociology (meets Soc Sci gen ed)	3
12	Social & Economic Development (pre-req. Intro Soc.)	3
13	World Geography	3
14	Communication Among Cultures	3
15	Management Information Systems	3

Advanced level courses to be taken after student has earned 40 credits and taken introductory level prerequisite courses

16	Corporate Finance (prereq. Financial Accounting)	4
17	Money & Banking	4
18	Organizational Behavior (pre-req. Psyc. of Adj.)	4

Elective credits (either or both NYC and ESC)

	COURSE	CREDITS
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Recommended Electives

1	Operations Management	4
2	Human Resource Management	4

Empire State College Concentration Courses - 32 credits

	COURSE	CREDITS
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1	International Marketing	4
2	International Business	4
3	International Finance (pre-req. Corp. Fin)	4
4	International Economics	4
5	Global Strategies	4
6	Ethics for a Global Economy	4

Electives

	Conflict and Negotiation	4
	Emerging Markets	4
	International Political Economy	4
	International Cross Cultural Management	4
	Managerial Leadership	4
	Marketing & Sales Promotion	4
	Marketing Management	4
	Project Management	4
	Senior Seminar (to be taught by visiting ESC faculty)	4
	Educational Study Tour	4

