



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	
<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	

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