

WHAT EMPLOYERS SAY

From the part of a professional evaluating a proper candidate for a job, the list of courses is covering expected skills and areas of study, the range of course topics includes the majority of business concepts and procedures; from human resources to financial accounting and there is a balance between practical business skills and professional ones as seen in the range of assessments as well as a workplace placement.

Andreas Dimakopoulos

Service Support Head - Alpha Supporting Services,  
Alpha Bank, Athens

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why to choose this programme

**Highly qualified**  
experienced and  
supportive instructors

**Strong business management**  
foundation throughout the  
four years of study

**200 hours work placement**  
giving students an opportunity  
to develop their professional  
and practical skills as well  
as improving their CV

**Opportunity to choose  
one of the seven specializations**  
Human Resources, General Business,  
Finance, Shipping, Marketing,  
Management Systems,  
Supply Chain Management

**Programme flexibility**  
with full or part-time studies

**Classes**  
in Greek and English



“ The BSc (Hons) in Business Management of the University of Greater Manchester equips you with the qualifications necessary for a successful career in business or to advance to higher levels of responsibility in your current role. Our program provides a comprehensive foundation in contemporary business management topics, with the flexibility to specialize in one of seven areas in your final year or graduate with a general BSc (Hons) in Business Management.



**Apply Now!**  
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**info@nyc.gr, www.nyc.gr**



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UNIVERSITY OF NEW YORK  
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**NEW YORK COLLEGE**  
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The **ONLY** Greek College with expertise in founding and  
operating Private Universities in Europe!



University of  
Greater Manchester



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

We Create  
the Future  
Leaders!





The **BSc (Hons) Business Management** provides you with a solid foundation in business management while taking advantage of specialised knowledge in the area you are interested in more. The programme prepares you for a career in business and management. You will develop essential knowledge and skills within a regional, national and international context.

## STEERING SUCCESS SHAPING THE FUTURE

Distinctive features of the programme include a focus on practice, teaching by a truly dedicated and supportive team, with specialist knowledge in a wide range of subject areas, and close links to business and industry and the opportunity to choose one out of seven modern and highly relevant to the job market specialisations in the final year.

### SOFT SKILLS



### HARD SKILLS



### PROFESSIONAL NETWORKS



### WORK BASED LEARNING



### VARIOUS PATHWAYS



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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



## 200 hours Work Placement

### Programme Duration

Programme flexibility  
with full or part-time studies

### Full time 3 years

4 years for the “with  
Foundation” Year

### Part Time Studies

Part-time studies last  
4-5 years usually

## CURRICULUM

### Level 3

- Academic English Skills 1
- Business In Practice
- Academic English Skills 2
- World of Work
- Applied Business Finance
- Practical Digital Marketing

### Level 4

- Level 4
- Financial Decision Making for Business
- Business Environment
- Professional and Academic Skills Development
- Contemporary Issues in Marketing
- Information Systems and Big Data Analysis
- People and Performance

### Level 5

- Business Management and Career Development (work placement 200hrs)
- Leading and Managing Teams
- Project Management
- Enterprise, Innovation and Creativity
- Business Case Study Analysis

### Level 6

- Dissertation
- Strategic Management

### Human Resource Pathway

- Intl HRM
- Learning & Development
- Work & the Employment Relationship

### General Business Pathway

- Retail Management
- Advanced Company Law
- Professional in Practice

### Finance

- Financial Reporting for Management
- Professionals in Practice
- Financial Accounting & the Regulatory Framework

### Shipping

- Commercial Management of Ships
- Maritime Economics
- Maritime Law and Maritime Insurance

### Marketing

- E-Commerce & Contemporary Issues in Marketing
- Global Consumer Behaviour
- Integrated Digital Marketing Strategy

### Management Systems Pathway

- Strategic Information Management
- Advanced Data Analytics
- Information Security and Risk Management

### Supply Chain Management

- Strategic Information Management
- Supply Chain Management
- Logistics & Operations Management

# University of Greater Manchester

## IN THE 30 BEST UNIVERSITIES IN THE UK! (Guardian 2024)

The public British university University of Greater Manchester (known until 2024 as the University of Bolton ) has a long history and strong commitment to the provision of high-quality education. It was founded in 1824 as Bolton Mechanics’ Institute, one of the first educational institutions in Great Britain. The University of Greater Manchester has managed to stand out for the quality of its teaching. The Times and Sunday Times Good University Guide 2023 ranks it first in North West England for teaching quality, the Complete University Guide 2024 ranks it first in student satisfaction, while the University held the 30th position according to the Guardian’s 2024 ranking list of British Universities. Recently, the BBC highlighted the UNIVERSITY OF Greater Manchester as a model for the Universities of Britain regarding its operating standards for student safety during the Covid-19 pandemic, and the British Minister of Education Michelle Donelan, from the podium of the House of Commons, referred to the “amazing work the University is doing.” New York College has a franchise agreement in accordance with the legislation of the Greek Ministry of Education, and the degree you will receive at the end of your studies is awarded by the University itself.

Greater Manchester’s **No.1**  
**University for Student Satisfaction**  
for the last 6 years

