



Students take **6 Core modules** and can either select **2 Optional modules** or select a **Specialist Pathway**



CORE MODULES

- Academic Skills and Professional Practice
- Leadership Management
- Marketing and Operations
- Financial Management and Decision Making
- Strategy
- Professional Project



OPTIONAL MODULES

- **Organizational Behaviour** This module offers the chance to analyze organizational dynamics, drawing from sociological and psychological frameworks to understand behaviors and management practices. Students will learn to assess organizational performance and behavior, proposing effective solutions to related challenges.
- **Strategic HRM** This module delves into modern HRM, highlighting its strategic significance in today's business landscape. Students explore HRM principles critically, considering social, cultural, economic, and legal perspectives, while also analyzing international HRM challenges.
- **Digital Business and Data Analysis** This module offers a strategic overview of digital business and data analytics, showcasing how adept management of these advancements can secure competitive edges. Through case studies and practical computer lab sessions, students gain essential vocabulary and confidence for effective engagement with data scientists and technologists.
- **Business Ethics, Sustainability and CSR** This module offers comprehensive training in business ethics, sustainability, and corporate social responsibility, preparing students to critically analyze and reflect on the global ethical challenges faced by contemporary organizations. They will engage with diverse value systems, enhancing their understanding of various social, cultural, and political contexts.
- **Innovation and Entrepreneurship** This module delves into new business creation and entrepreneurial management, fostering an entrepreneurial mindset through real-world examples and case studies. It equips students with the knowledge, skills, and mindset valued by employers and investors, whether for launching startups or innovating existing businesses.



SPECIALIST PATHWAYS

Tourism and Hospitality:

- **Managing Operations in Service Industries** - The module provides students with an understanding of the key concepts and practices involved in managing operations in service industries, with a particular focus on the tourism and hospitality sectors.
- **Hospitality Environment, Revenue and Channel Management** - This module aims to develop students' understanding of the principles and practices of revenue and channel management in the hospitality industry.

Financial Management:

- **Advanced Financial Management** - This module prepares candidates to advise management and/or clients on complex strategic financial management issues facing an organisation.
- **Corporate Finance and Banking** - This module provides students with a critical understanding and knowledge of the functions, operations and strategies of corporate finance and banking institutions.

Contemporary Marketing:

- **Digital Marketing, Communication and PR** - The module provides a critical appraisal of the opportunities secured by digital marketing and the challenges of designing and implementing successful digital strategies.
- **Contemporary Marketing Strategies and Practice** - This module focuses on the importance of the ever-evolving, dynamic digital marketing landscape. Students will develop essential skills to improve digital marketing performance and explore the challenges and opportunities within the digital environment.

Information Systems:

- **Digital Business and Data Analytics** - Taking a strategic focus, this module provides a concise introduction to contemporary digital business and data analytics, promoting insight into how effective management of these exciting developments promises new means of securing competitive advantage.
- **Information Systems and E-Government** - This module provides key knowledge related to the usage and applications of information technology in e-governance. Students will learn how these technologies can be used in order to design efficient and innovative electronic government platforms and services.

Supply Chain and Logistics:

- **Procurement and Operations Management** - This module aims to enhance students' expertise and understanding of the procurement process, and operations management.
- **Supply Chain Strategy and Logistics** - In this module students will learn about the strategic importance of effective logistics within the supply chain context. It provides a concise treatment of the principles of modern logistics that underpin the timely delivery of materials and goods to the right places in the right quantities and in a cost-effective manner.

why to choose this programme

Expert Faculty and Industry Connections

that will give you valuable insights and networking opportunities

Competitive Edge

Enhance your career prospects across various industries

Transferable Skills

Acquire versatile skills applicable to any business context

Assessment

through activities in-class and assignments

Flexibility for Working Professionals

offering both full-time and part-time options, ensuring you can pursue your career aspirations without disruption.

Comprehensive Skill Development

equipping you for diverse roles in the business world



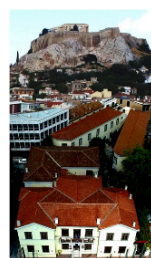
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An MBA is globally recognized as the pinnacle of business and management qualifications. It provides a significant competitive edge, no matter the industry or career path you choose. The Bolton MBA is designed to enhance your lifelong learning, develop transferable skills, and foster personal growth. This program empowers you to work with confidence and self-direction, driving business success and prosperity. Upon successful completion of the MBA program, you may apply for membership with the Chartered Management Institute (terms and conditions apply). For more details, visit www.managers.org.uk. Our graduates have successfully transitioned into diverse management roles across the public, private, and voluntary sectors. Many have also chosen to further their studies by pursuing research degrees such as MPhil, DBA, or PhD.



Apply Now!

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ATHENS, SYNTAGMA



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THESSALONIKI



UNIVERSITY OF NEW YORK
IN PRAGUE (UNYP)
PRAGUE



NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE
The LEADING College
of University Studies in Greece:
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



The **Executive MBA** is a flexible program tailored for business professionals aspiring to senior management roles. Available in both full-time and part-time formats, it focuses on enhancing your knowledge and understanding of strategic management issues. This program is designed to seamlessly integrate with the busy schedules of working professionals.

By enrolling in the Executive MBA, you'll join a distinguished community of postgraduate students dedicated to advancing their careers in executive management. The program provides a unique opportunity to reflect on and elevate your business and management practices, preparing you for the challenges and opportunities of leadership at the highest levels.

STRATEGIC THINKING



PLANNING



LEADERSHIP



FINANCIAL ACUMEN



MANAGEMENT



EMPOWER YOUR EXECUTIVE JOURNEY

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The MBA program offers the necessary skills for the development of executives to contribute to the success of their businesses and organizations, and thereby ensure their own successful career.

Our main goal is to develop leading executives who will inspire and lead people and their organizations to achieve outstanding business performance.

This is the philosophy of the program and of the professors summarized by the headline: “Leaders not only Managers”.

For these reasons, it is worth investing in the learning experience offered by the NYC MBA in collaboration with Greater Manchester University.

Professor Dimitris Bourantas

Dean of the NYC Educational Group,
Director of the MBA,
Founder of the Executive MBA of the Athens
University of Economics and Business



Programme Duration

Programme flexibility
with full or part-time studies

Full time

8 months + 6 months supervised
independent study for the MBA
Professional Project

Part Time

16 months classes + 6 months supervised
independent study for the MBA
Professional Project

Class sessions take place on Fridays from 6pm-9pm and on Saturdays 10am-5pm. Learning is supported via interactive in-class sessions and independent study.

The learning and teaching strategy for each individual module is detailed in the module guides that you will receive at the beginning of each semester.

Special features

- The Executive MBA offers you the chance to join a well-established postgraduate community engaged in preparing themselves for a career in executive management.
- In addition, teaching and supervision is offered by a well-qualified and dedicated team of experienced staff drawn from business and academia.

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

