

BUSINESS

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and conferences*

WE CREATE THE
FUTURE LEADERS

**CAREER DEVELOPMENT &
GRADUATE OUTCOMES**

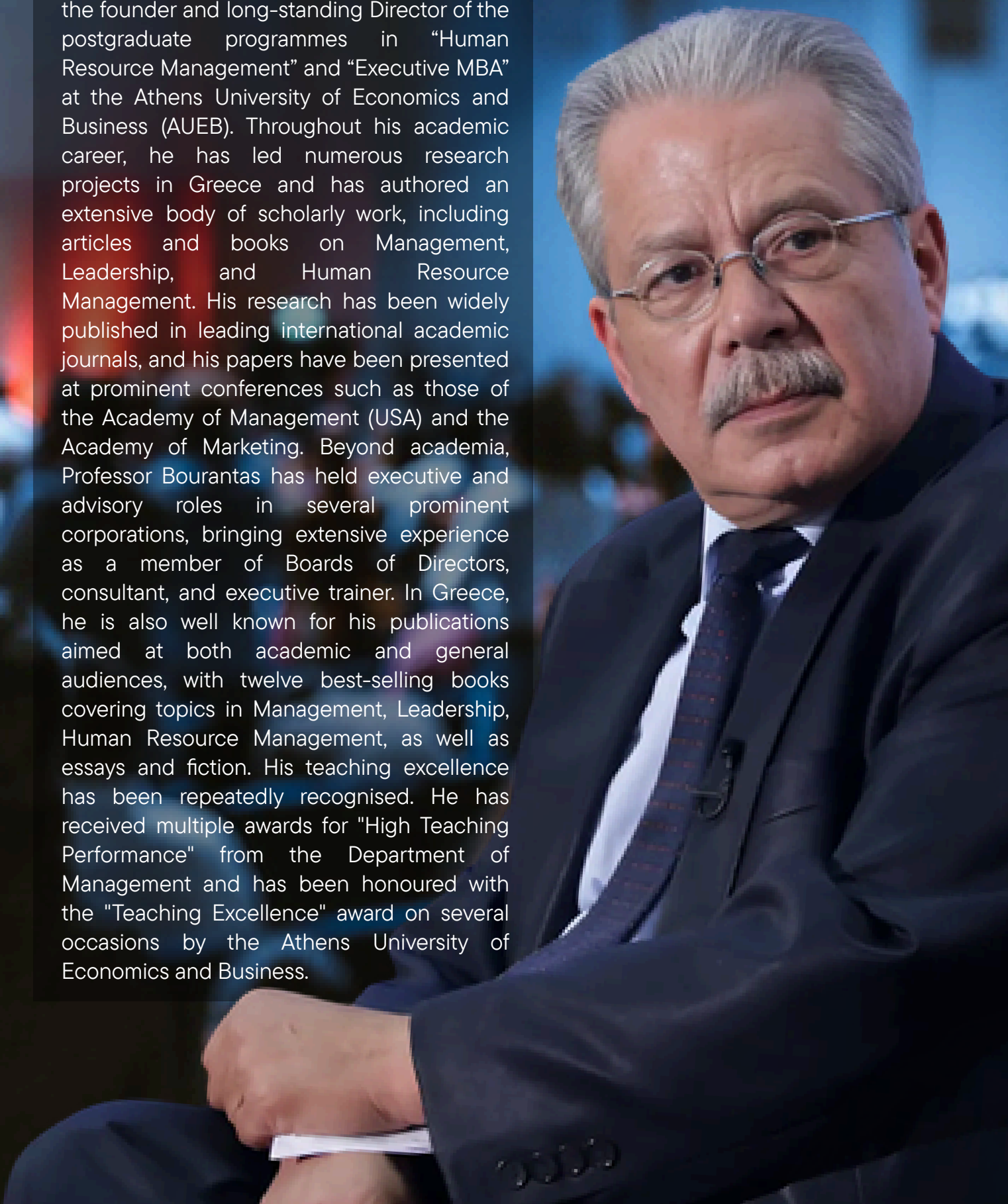
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NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE



In 2018, Professor Dimitris Bourantas was appointed Rector of New York College (NYC). He also serves as the Director of the Executive MBA and MSc in Human Resource Management programmes. Prior to his appointment at NYC, Professor Bourantas was the founder and long-standing Director of the postgraduate programmes in "Human Resource Management" and "Executive MBA" at the Athens University of Economics and Business (AUEB). Throughout his academic career, he has led numerous research projects in Greece and has authored an extensive body of scholarly work, including articles and books on Management, Leadership, and Human Resource Management. His research has been widely published in leading international academic journals, and his papers have been presented at prominent conferences such as those of the Academy of Management (USA) and the Academy of Marketing. Beyond academia, Professor Bourantas has held executive and advisory roles in several prominent corporations, bringing extensive experience as a member of Boards of Directors, consultant, and executive trainer. In Greece, he is also well known for his publications aimed at both academic and general audiences, with twelve best-selling books covering topics in Management, Leadership, Human Resource Management, as well as essays and fiction. His teaching excellence has been repeatedly recognised. He has received multiple awards for "High Teaching Performance" from the Department of Management and has been honoured with the "Teaching Excellence" award on several occasions by the Athens University of Economics and Business.



Message from the Rector

In an era marked by **unprecedented complexity, volatility, and global interdependence**, the demand for leaders who **embody strategic vision, intellectual breadth, and uncompromising integrity** has never been greater. These are not aspirational qualities—they are fundamental imperatives for those who seek to navigate and shape the future with purpose and responsibility.

At New York College, we do not simply confer academic qualifications. We cultivate principled individuals who **think critically, lead ethically**, and engage the world with a sense of purpose that transcends borders and disciplines. Our educational philosophy is grounded in a holistic model of leadership development—one that integrates **academic excellence** with **real-world relevance, theoretical depth** with **practical insight**.

We challenge our students to interrogate assumptions, embrace complexity, and propose innovative, responsible solutions to the pressing challenges of our time. Through **rigorous academic engagement, cross-cultural immersion**, and sustained **ethical reflection**, they acquire not only the knowledge but also the character and adaptability required to lead across sectors—whether in business, public service, or civil society.

At **New York College**, students are not passive recipients of information, but active agents of their own transformation. They are empowered to become lifelong learners, globally-minded citizens, and catalysts for positive change. Our mission is not merely to prepare them for the demands of the contemporary workplace, but to equip them to redefine leadership itself—grounded in service, informed by ethics, and committed to impact.

With more than **37 years of academic distinction and enduring international partnerships**, New York College remains steadfast in its commitment to shaping not only the skilled professionals of tomorrow, but the principled leaders our world urgently requires today.

Prof. Dimitris Bourantas
Rector, New York College





New York College School of Business Administration: Bridging Local Learning with Global Recognition

The School of Business Administration at New York College offers a distinctive academic pathway, enabling students to pursue undergraduate, postgraduate, MBA, and doctoral studies entirely in Greece, while earning internationally accredited degrees awarded by prestigious public universities in the United States and the United Kingdom.

Our flexible and inclusive academic programmes are designed to meet the needs of a diverse student population, including working professionals, full-time students, and international learners. Instruction is delivered in both Greek and English, by a faculty comprising renowned scholars and seasoned professionals with extensive industry experience, ensuring a rigorous and practically relevant academic environment.

The School's core disciplines include Business Administration, Finance, Marketing, Business Communication, Human Resources Management, Business Coaching and International Business—fields that are closely aligned with the evolving demands of the global economy. These areas of study equip students with the competencies required to pursue careers in multinational enterprises, non-governmental organisations, European institutions, or to embark on entrepreneurial ventures.

New York College maintains strategic academic partnerships with the State University of New York – Empire State University and the University of Greater Manchester, collaborations that reinforce the School's academic standing and bring globally recognised academic standards to the heart of Greece.



Message from the Head of Business School

It is my pleasure to welcome you to the **School of Business at New York College**. Our School offers a rigorous and intellectually enriching academic environment in which both undergraduate and postgraduate students are equipped with the essential knowledge, analytical competencies, and strategic mindset required to navigate and lead in today's complex global business landscape.

Central to our **academic philosophy** is the integration of **theoretical foundations** with **applied, practice-oriented learning**. Our programmes are distinguished by their strong alignment with international industry standards and their relevance to contemporary professional contexts. Students engage not only with cutting-edge business theory, but also with real-world challenges, case studies, and collaborative projects that foster critical thinking and innovation.

Our faculty consists of internationally recognised **scholars** and **industry practitioners**, and our student body reflects a diversity of backgrounds and perspectives—**cultivating a dynamic, intercultural learning community**. At New York College, we view education as a transformational process: each course is designed to serve as a meaningful step in the intellectual and professional development of our students.

We invite you to become part of an academic journey that is both personally enriching and professionally empowering—one that prepares you not simply for employment, but for leadership, adaptability, and lifelong learning in a globalised world.

Kelley Galloway,
Head of Business School





A wide-angle photograph of the University of Greater Manchester's main building and courtyard. The building is a modern, multi-story structure with large glass windows and a dark facade. In the foreground, there is a large, circular paved area with a central sculpture. The courtyard is surrounded by green lawns and young trees. The sky is blue with scattered white clouds.

University of Greater Manchester



**University of
Greater
Manchester**

The British public university, University of Greater Manchester (known until 2024 as the University of Bolton), has a long history and a strong commitment to providing high-quality education.

It was founded in 1824 as the Bolton Mechanics' Institute, making it one of the first educational institutions in Great Britain. The University of Greater Manchester consistently stands out for its teaching excellence and the exceptional experience it offers to students. According to recent metrics, The Times & Sunday Times Good University Guide 2025 ranks the university 1st in North West England for Teaching Quality and student satisfaction. Furthermore, The Complete University Guide 2025 ranks it 1st in North West England for Student Satisfaction. Recently, the BBC highlighted the UNIVERSITY OF GREATER MANCHESTER as a role model for British universities regarding its operational standards for student safety. New York College maintains a franchise agreement, in full compliance with the legislation of the Greek Ministry of Education, ensuring that the degree you receive upon the completion of your studies is awarded directly by the University itself.

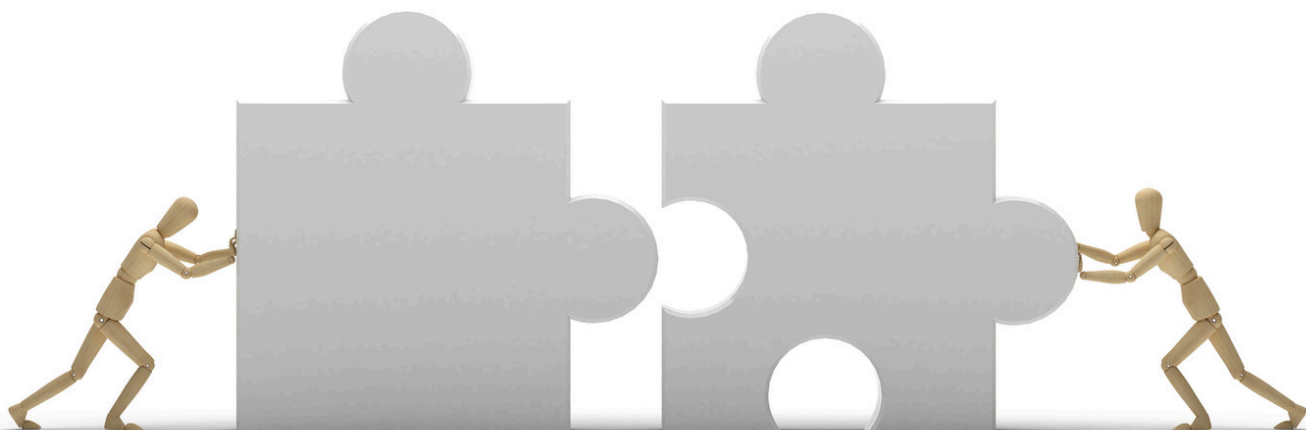
BSc (Hons) Business Management - Human Resource, General Business, Finance, Marketing, Management Systems, Supply Chain Management **University of Greater Manchester**

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.

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.

why 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



BA (Hons) Communication and Media

University of Greater Manchester

Media shapes our understanding and experience of the world, making skilled communicators vital across all sectors. The **BA (Hons) in Communication and Media** by the University of Greater Manchester, offers a dynamic and interdisciplinary program designed to explore media's potential to positively impact individuals and society.

In the initial years, students gain foundational knowledge and skills across diverse subjects in communication and media. As they progress, they can specialize in one of the following areas:

- **Journalism and New Media**
- **Public Relations and Advertising**

Graduates of the BA (Hons) in Communication and Media emerge with a robust set of employability skills tailored to the dynamic fields of Journalism, New Media, Public Relations, and Advertising. With expertise in audience analysis, media planning, and campaign management, they are well-equipped to drive successful public relations and advertising initiatives, making them valuable assets in any media-related profession.

why choose this programme

- **Highly qualified** experienced and supportive instructors
- **Comprehensive Curriculum** Gain a solid foundation in communication and media through diverse subjects, ensuring a well-rounded education.
- **Career Versatility** Develop skills that are essential and transferable across all sectors, increasing your employability.
- **Evaluation** through practical assignments designed to help you build a comprehensive personal portfolio.
- **Programme flexibility** with full or part-time studies
- **Specialization Options** Tailor your degree with focused expertise in Journalism and New Media or Public Relations and Advertising.



Executive MBA with pathways

University of Greater Manchester

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.

The program includes:

6 Core Modules: Strategy, Leadership, Finance, Marketing, Operations, Professional Project

Optional Modules: Innovation, Digital Business, Strategic HRM, CSR & Sustainability

Specialization Tracks: Supply Chain, Marketing, Hospitality, Financial Management

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. Prof. Bourantas emphasizes the mission: **“We shape leaders, not just managers.”** The Executive MBA is ideal for ambitious professionals committed to transforming businesses

why 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

MSc in Human Resource Management

University of Greater Manchester

Discover a pathway to success with the **MSc in Human Resource Management** from the University of Greater Manchester. Developed in collaboration with industry leaders, this program ensures graduates are equipped with cutting-edge knowledge and global best practices for effective HR management. Delve into specialized HR skills while honing leadership, strategic thinking, decision-making, and communication abilities essential for thriving careers. Benefit from expert instruction by esteemed University Professors and top executives, positioning you for success in businesses and organizations worldwide.

Launched under Prof. Bourantas in 2021, this program develops future HR leaders capable of managing talent, fostering culture, and driving strategy. A unique blend of academic insight and industry input from leading practitioners ensures that students gain both knowledge and practical skills.

why choose this programme

- **Expert Faculty and Industry Connections** that will give you valuable insights and networking opportunities
- **Assessment** through activities in-class and assignments
- **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



Master of Philosophy (MPhil) University of Greater Manchester

In an era where data and deep analysis drive global progress, a Master of Philosophy (MPhil) is the ultimate credential for those who refuse to settle for the surface level. Delivered by New York College in partnership with the University of Greater Manchester, this program offers a prestigious gateway into the world of high-level academic inquiry. Whether you are aiming for a PhD or seeking to become a specialized authority in your field, our MPhil provides the rigorous environment and expert mentorship needed to transform your curiosity into groundbreaking expertise.

Research Stages

- **Supervision:** Regular one-on-one meetings with an academic supervisor to guide the research process.
- **Research Thesis:** The composition of a substantial thesis (dependent on the field of study).
- **Viva Voce (Oral Examination):** The presentation and defense of the thesis before an examination committee.

Indicative Research Fields

- Business Administration
- Psychology
- Education
- Computer Science
- Engineering
- Health Sciences
- Social Sciences
- Arts and Design

why choose this programme

- **Pathway to a PhD:** An MPhil is frequently the first step toward earning a doctorate. Enrolled students often have the opportunity to transfer directly into a PhD program.
- **Specialization through Research:** Unlike traditional MSc or MA degrees, this program focuses 100% on a personalized research project, conducted under the guidance of experienced supervisors with extensive research backgrounds.
- **Flexibility:** The program is offered in both Full-time (2 years) and Part-time (4 years) modes, enabling professionals to effectively balance their career and studies.



Doctorate of Philosophy (PhD) University of Greater Manchester

Explore the pinnacle of academic achievement at New York College. We champion excellence in research, inviting graduates from all disciplines to embark on a journey towards a **PhD** or **MPhil**. Partnering with the University of Greater Manchester, we offer unparalleled opportunities for doctoral study across various fields, guided by our esteemed Academic Groups, Research Institutes, and Centers.

Our PhD program, awarded through a rigorous thesis process, celebrates candidates who delve deeply into an approved topic, offering original insights and advancing knowledge. Candidates demonstrate mastery of research methods relevant to their field, culminating in a compelling thesis defense. Whether pursuing the PhD directly or via the MPhil route, our program fosters intellectual growth and scholarly independence, paving the way for impactful contributions to academia and beyond.

why choose this programme

- **Guidance and Mentorship** Benefit from exceptional student support and dedicated academic mentorship throughout your studies.
- **Career Advancement** Enhance your career prospects with opportunities for leadership roles, increased earning potential, and greater job satisfaction.
- **Collaboration** Engage in meaningful collaboration with fellow students, academic supervisors, professors, and members of the academic board.
- **Research Opportunities** Access state-of-the-art research facilities, resources, and expert guidance to pursue innovative research projects.
- **Specialization** Develop deep expertise in your chosen field, gaining a thorough understanding of complex concepts and emerging industry trends.
- **Comprehensive Skill Development** Acquire a versatile set of skills, preparing you for a wide range of professional roles within your area of interest.





STATE UNIVERSITY OF NEW YORK Empire State University, U.S.A.



New York College was founded in Athens in 1989 through a strategic academic partnership with the largest university in the United States, the State University of New York (SUNY).

This partnership remains steady and flourishing to this day, with New York College students acquiring their authentic American degree directly from Empire State University, one of the distinguished institutions of the SUNY network. The State University of New York constitutes the largest public university network in the USA. It was founded in 1948 and today features 64 campuses—among them top research centers—hosting approximately 400,000 students annually. With a global network exceeding 3 million alumni, SUNY is synonymous with academic excellence. Empire State University, based in Saratoga Springs, New York, was founded in 1971. Today, it numbers around 20,000 students (and has surpassed the historic milestone of 100,000 alumni worldwide). Its academic excellence is sealed by its full accreditation from the Middle States Commission on Higher Education (MSCHE), one of the most recognized, rigorous, and authoritative higher education accreditation bodies in the USA. By choosing New York College, students join an international academic environment, earning a degree with the global recognition, prestige, and credibility of the American university system, ideal for a borderless career.

Bachelor of Science (BS)

BUSINESS ADMINISTRATION

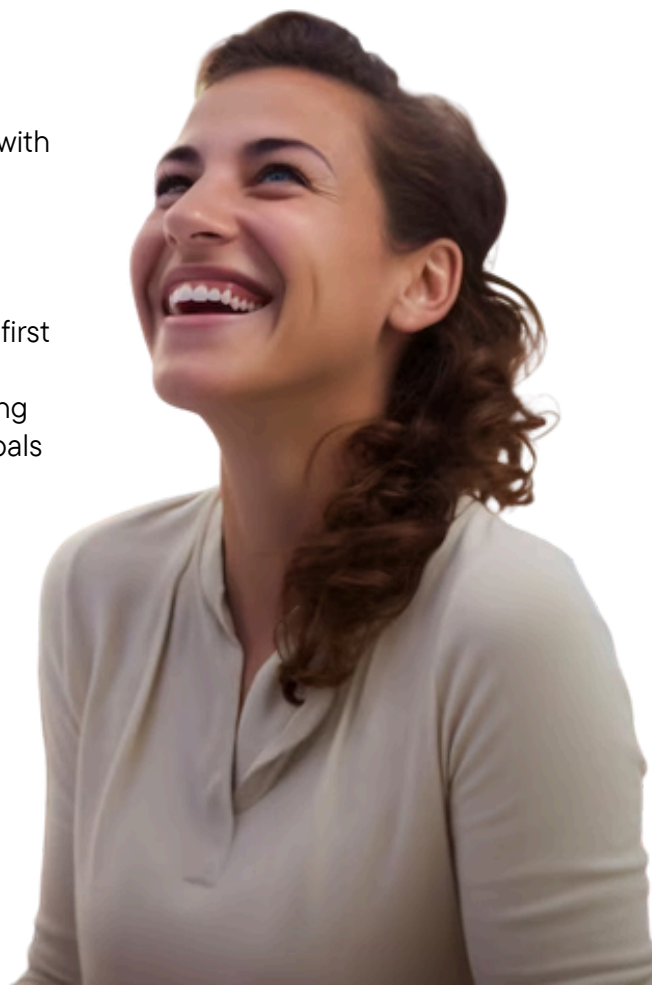
State University of New York, Empire State University

The Bachelor of Science (BS) in Business Administration, awarded by the State University of New York-Empire State University at New York College in Greece is designed to equip students with a comprehensive understanding of essential business disciplines including management science, marketing, economics, accounting, computing and information systems, organizational behavior, business law, and ethics. Through our robust General Education program, students also gain a solid foundation in science and liberal studies.

Upon successful completion of the BS in Business Administration, students will be adept at applying their knowledge critically and analytically to real-world situations. They will be able to comprehend the intricate political, social, legal, regulatory, environmental, and technological impacts on organizations. Additionally, graduates will have a practical understanding of the global business environment and multi-cultural issues. They will be capable of integrating their acquired knowledge to analyze businesses, identify strengths and weaknesses, and recommend strategic improvements. Embark on your journey to becoming a business leader with our rigorous and dynamic program.

why choose this programme

- **Highly Qualified Academic Staff** Our team comprises professors from prestigious universities with extensive experience both in Greece and internationally
- **Comprehensive Education** Broaden your knowledge with a diverse General Education curriculum
- **Diverse Concentrations** Choose from multiple concentrations to tailor your degree to your interests
- **Program Flexibility** with full-time or part-time studies
- **Exploratory First Years** Sample various courses in the first two years before selecting your concentration
- **Adaptable Pathways** Change your concentration during your studies to better align with your evolving career goals



Bachelor of Science (BS) Finance State University of New York, Empire State University

The Bachelor of Science (BS) in Finance, offered by the State University of New York - Empire State University, U.S.A., at New York College in Greece, equips students with comprehensive financial knowledge and a strong foundation in broader business fundamentals. Graduates will develop a deep understanding of management science, economics, accounting, computing and information systems, organizational behavior, business law, and ethics. Through the general education program, students will gain a solid grounding in science and liberal studies.

The curriculum emphasizes critical and analytical application of financial concepts in real-world situations, enabling students to comprehend the political, social, legal, regulatory, environmental, and technological impacts on organizations. Graduates will be adept at providing and analyzing financial information for various decision-making purposes, understanding the operation and design of financial systems, and managing risks and financial instruments. Additionally, they will grasp the role, functions, and environment of financial services in an international context.

why choose this programme

- **Highly Qualified Academic Staff** Our team comprises professors from prestigious universities with extensive experience both in Greece and internationally
- **Comprehensive Education** Broaden your knowledge with a diverse General Education curriculum
- **Diverse Concentrations** Choose from multiple concentrations to tailor your degree to your interests
- **Program Flexibility** with full-time or part-time studies
- **Exploratory First Years** Sample various courses in the first two years before selecting your concentration
- **Adaptable Pathways** Change your concentration during your studies to better align with your evolving career goals



Bachelor of Arts (BA) Communications State University of New York, Empire State University

The **Bachelor of Arts (BA) in Communications**, offered by the State University of New York – Empire State University, U.S.A., at New York College in Greece, provides students with a comprehensive understanding of Communication, Media, Public Relations, Advertising, and Marketing, along with the legal and ethical issues pertinent to business operations and development.

Students will gain fundamental knowledge of the political, social, legal, regulatory, environmental, and technological factors affecting businesses and organizations, as well as the impact on government policy. The program emphasizes the application of this knowledge in real-world scenarios, equipping students to critically and analytically prepare communication analyses and develop strategies. This includes assessing a company's internal and external relations, identifying strengths and weaknesses, evaluating business risks, and determining necessary adjustments to communication strategies.

why choose this programme

- **Highly Qualified Academic Staff** Our team comprises professors from prestigious universities with extensive experience both in Greece and internationally
- **Comprehensive Education** Broaden your knowledge with a diverse General Education curriculum
- **Diverse Concentrations** Choose from multiple concentrations to tailor your degree to your interests
- **Program Flexibility** with full-time or part-time studies
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- **Adaptable Pathways** Change your concentration during your studies to better align with your evolving career goals





Bachelor of Science (BS) Marketing State University of New York, Empire State University

The **Bachelor of Science (BS) in Marketing**, offered by the State University of New York – Empire State University, U.S.A., at New York College in Greece, provides students with comprehensive knowledge and skills necessary for a successful career in marketing. Graduates will gain an in-depth understanding of marketing management, consumer behavior, sales management, marketing research, service marketing, business ethics, and international marketing. Additionally, students will acquire a solid foundation in business fundamentals, including management science, economics, accounting, computing and information systems, organizational behavior, business law, and ethics.

Through the General Education program, students will also develop a broad base in science and liberal studies. The curriculum is designed to enable students to interpret, analyze, apply, and implement their knowledge to solve practical marketing problems in various business contexts, both locally and internationally. They will also understand the socio-economic forces affecting marketing, along with the strategic and administrative aspects of the field. This program prepares graduates for further postgraduate studies or professional qualifications in marketing, equipping them with the skills and knowledge to excel in the dynamic marketing industry.

why choose this programme

- **Highly Qualified Academic Staff** Our team comprises professors from prestigious universities with extensive experience both in Greece and internationally
- **Comprehensive Education** Broaden your knowledge with a diverse General Education curriculum
- **Diverse Concentrations** Choose from multiple concentrations to tailor your degree to your interests
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**Where
Learning
Meets
the Real
World**



Career Development & Graduate Outcomes

Graduates of NYC's School of Business don't just enter the job market—they distinguish themselves within it.

Armed with internationally recognized degrees, real-world project experience, and a deep understanding of modern business dynamics, our alumni are well-positioned to navigate and lead across diverse sectors and global markets.

Our Career Development ecosystem is designed to support this trajectory from the very first semester to post-graduation, combining personalized support with powerful corporate partnerships and high-impact learning experiences.

Career Support at NYC Includes:

Internships at Leading Corporations

NYC's close ties with major employers allow students to access internships with cutting-edge organizations such as Viva Wallet, Pfizer, and ELTA. These placements offer exposure to industry best practices and a chance to work alongside seasoned professionals in live business environments.

Strategic Company Visits & Field Trips

Students engage directly with executives during on-site visits to key enterprises like Coca Cola, where they had a firsthand experience on how one of the world's most iconic brands operates behind the scenes. Additional visits include prominent organizations like the Bank of Greece, where students gained insights into national monetary policy, financial stability mechanisms, and the role of central banking in the Eurozone. In Papadopoulos SA, one of Greece's leading biscuit manufacturers, students learned about its production processes and company history. It was a great experience that gave our students a better understanding of how a successful food industry company operates. Furthermore, ELTA (Hellenic Post) students observed large-scale logistics and postal operations, learning how traditional services are adapting to digital transformation and e-commerce demands. The visit to Ethniki Asfalistikí provided students with an inside look at the insurance industry, including risk assessment, policy development, and customer service strategies. These experiences help contextualize classroom theory and build industry familiarity.

Professional Development Seminars & Workshops

NYC organizes regular sessions focused on the practical skills required for business success. Workshops on Leadership in Sales, Talent Management, Personal Branding, and Strategic HRM—often delivered by executives from companies such as Box Now, Pfizer, and InfinityGreece—equip students with job-ready competencies, boost confidence, and encourage reflection on personal and professional values.

NYC SKG

Empowering the Next Generation

ACTIVITIES



Career Readiness Activities at New York College Thessaloniki

In a rapidly evolving professional landscape, New York College Thessaloniki continues to stand at the forefront of student empowerment and career development. Through a series of dynamic and practical workshops, the institution reaffirmed its commitment to bridging academic learning with real-world application, helping students build the confidence, resilience, and skills necessary to thrive in today's job market.

Our students had the opportunity to visit the Gerovassiliou Estate, one of Greece's most renowned wineries and vineyards, and gain valuable insight into the wine production industry. During the visit, they toured the vineyard, production and aging facilities, and museum, while also learning about the business and management aspects of the wine sector from the Estate's team.

Further enriching the student experience, New York College Thessaloniki partnered with Iasis at Work to deliver a specialized workshop on "Resilience in the Face of Career Change." Recognizing the emotional and strategic challenges that often accompany professional transitions, the session blended theoretical concepts with practical exercises. Ms. Katerina Gkikopoulou, Career Counsellor, and Ms. Elena Kalaitzidou, Social Worker, led the workshop, offering students powerful tools to manage uncertainty and develop adaptability in times of change. The session was particularly impactful in helping attendees cultivate the inner strength and mindset required to navigate an unpredictable job market with confidence.

In addition, a dedicated LinkedIn Optimization Workshop, led once again by Ms. Athanasiadou, provided students with actionable insights into one of the most essential platforms for career development today. Participants learned how to craft compelling LinkedIn profiles, use strategic keywords to attract recruiters, and build meaningful industry connections. The workshop emphasized not only profile aesthetics but also content strategy and networking techniques, ensuring students walked away with a complete understanding of how to leverage LinkedIn for long-term professional growth.

These career-focused initiatives reflect the core philosophy of New York College Thessaloniki: education does not end in the classroom. By connecting students with professionals, offering access to contemporary tools, and encouraging active engagement with their future careers, the college continues to nurture well-rounded graduates who are ready to lead, adapt, and succeed in an ever-evolving world of work.

We extend our warm thanks to all the professionals and organizations who contributed to these workshops and look forward to continuing our mission of preparing students for what lies ahead.

Our Alumni: Career Pathways Across Industries

Graduates of the School of Business at New York College have established themselves as high-impact professionals across a broad spectrum of industries and global markets. Their academic foundation, shaped by rigorous study and practical engagement, has empowered them to thrive in roles of increasing responsibility and influence.

Our alumni have built distinguished careers in the following sectors:

- Financial Services and Banking
- Consulting and Strategic Advisory
- Supply Chain Management and Logistics
- Human Resources and Organizational Development
- Marketing, Communications, and Brand Strategy
- Entrepreneurship and Technology-Driven Startups

From entry-level analysts to C-suite executives, NYC graduates play pivotal roles in high-growth industries both in Greece and internationally. Many have launched successful ventures of their own, while others have pursued advanced postgraduate studies at prestigious universities abroad or assumed leadership positions within multinational corporations.

Their journeys exemplify the transformative power of a New York College education—one that equips individuals not only to succeed in today’s dynamic business environment, but to shape the future of it.

Career Days at New York College: Connecting Talent with Opportunity

The **35th Career Day at New York College**, held on March 18th, marked yet another milestone in the institution's long-standing commitment to employability and professional development. Organized by **NYC's Career Office**, the event brought together a diverse group of prominent companies from Greece and abroad, all seeking to recruit top-tier talent from our pool of qualified students and graduates.

With participation from over **40 leading employers and a record 72%** of attending students receiving immediate interview invitations or job offers, this year's event proved exceptionally impactful. Recruiters expressed high levels of satisfaction with the quality of candidates, many of whom were shortlisted on the spot for further collaboration or direct placement. In the days leading up to Career Day, students participated in a series of interactive workshops focused on CV writing, interview techniques, and effective job search strategies—practical sessions designed to strengthen their readiness and confidence in today's competitive job market. Career Day events were also successfully held at New York College Thessaloniki, further reinforcing the College's nationwide network of academic excellence and career empowerment. **At New York College, career readiness is not a final step—it's part of the journey. Through personalised guidance, employer partnerships, and skill-building initiatives, NYC continues to prepare ambitious professionals capable of securing high-level positions across international markets.**



A man with a beard and glasses, wearing a dark blue suit and a light blue tie, is looking thoughtfully out of a window. His hand is resting on his chin. The background shows a city skyline with several skyscrapers under a clear sky.

ARTICLE

Rethinking Business: Education, Responsibility, and Impact

By Kelley Galloway, Anna Sietou & Ioannis Stavroulakis

In an era where global challenges are as pressing as technological advancements, the very meaning of "business" is being redefined. No longer confined to the pursuit of profit, business today must be understood in terms of purpose, people, and planet. As educators, we must ask ourselves: how do we prepare students not just to manage businesses, but to lead responsibly in this new reality?

At New York College, we believe that business education must evolve. It must provide students with the tools to navigate uncertainty, understand stakeholder expectations, and act with integrity. Analytical skills and market insights remain essential—but they are no longer enough. The future of business depends on individuals who also bring ethical awareness, social sensitivity, and sustainable thinking to the table.

Learning by Doing: The Power of Experiential Education

For Ioannis Stavroulakis, Academic Coordinator of the School of Business, business education must mirror the complexity of real economic systems. "A business school today must operate like a microcosm of the real economy," he explains. "Case studies, business games, and live consulting projects allow students to simulate leadership, decision-making, and strategic thinking in controlled environments—with real-world complexity."

With a career rooted in entrepreneurship and consulting across Greece and Europe, Stavroulakis is an advocate for applied knowledge. He believes that students must not only master theory but also learn how to adapt, listen, and create value responsibly. "These are the skills that will define the next generation of managers—not just MBAs, but business leaders who understand impact," he adds.

Bridging Global Standards and Local Insight

Kelley Galloway, Programme Director at NYC Athens, brings an international perspective to the conversation. "One of the greatest advantages of studying at New York College is the opportunity to experience a truly international education in a local context," she explains. "Our students graduate with degrees from British and American institutions, but they also work closely with Greek and European markets through projects, internships, and direct interaction with local businesses."

This blend of global quality and local relevance allows students to move seamlessly between cultures and systems—a skill that is critical in today's interconnected business world. Galloway also emphasizes the importance of soft skills. "Teamwork, empathy, and cultural fluency are no longer optional.

In our classrooms, we don't just talk about communication—we practice it, challenge it, and improve it together. Education is not static. It's a social process, and our teaching reflects that."

Business with a Conscience

Anna Siettou, a researcher in policy and animal welfare economics, brings a compelling voice to the growing importance of social responsibility in business education. Drawing from her work on citizen behavior, willingness to pay models, and public policy, she highlights the growing demand for businesses to align with ethical and sustainable values.

"Modern businesses cannot thrive in isolation from society," Siettou asserts. "Consumer expectations are evolving. People care about how companies treat animals, the environment, their employees, and the communities they serve. This creates both a moral imperative and a strategic opportunity."

Her research makes it clear: sustainability is not just a buzzword. It is a measurable factor that shapes consumer decisions, brand credibility, and long-term viability. In this context, educating business students about social responsibility is no longer optional—it is essential.

Toward a More Meaningful Business Education

While each of us brings a different perspective—from entrepreneurship and leadership to global program management and social science research—we are united by a common belief: that business education must go beyond teaching students how to earn. It must teach them how to contribute.

Whether it's by equipping undergraduates with ethical leadership frameworks, guiding MBA students through strategic transformation projects, or integrating sustainability into business models, the School of Business at New York College aims to prepare students for more than a job. We prepare them for impact.

Because at NYC, we don't just produce graduates.

We shape professionals, thinkers, and change-makers—ready to redefine business for the better.



ARTICLE

The Benefits of Studying Business Administration: Unlocking Your Path to Success

Kelley Galloway, MA London School of Economics (LSE) -
Head School of Business New York College

Often when prospective students are not sure of what career path to follow, studying business is viewed as a good option.

There are many benefits of studying for a business bachelor degree. One of these benefits is practical knowledge. A business degree program provides practical knowledge and skills that are directly applicable to real-world business situations. This includes accounting, finance, marketing, operations, sales and management. Another positive aspect is career opportunities. A degree in business can open a wide range of career opportunities in various industries. Graduates can work in positions such as business analyst, financial analyst, marketing manager, operations manager, human resource manager and many more.

Another benefit that helps all future professionals is Networking. During their studies, students can network with other students, professors, and industry professionals. These connections can be valuable throughout their career. A strong and varied professional network can open doors in many professions. A vital skill that is learned while doing a business degree is critical thinking. Students are taught how to think critically and make informed decisions. This is a valuable skill that can be applied to various aspects of life.

All degree programs focus on both professional and personal development. A business bachelor's degree program can help students develop their personal skills, such as communication, teamwork, and leadership. These skills are valuable both in the workplace and in life in general. A benefit that most business students are interested in pursuing is to achieve a higher earning potential. Graduates with a business degree typically have higher earning potential than those without a degree. This is because a degree demonstrates to employers that the graduate has the knowledge and skills necessary to succeed in a business environment.

Overall, studying for a business bachelor's degree can provide numerous benefits that can help individuals succeed in their careers and personal lives.







NYC Athens Campus

The only multi-building campus in the heart of Athens!

New York College students benefit from a unique privilege: They study at the NYC Athens Campus, the only multi-building educational complex in the heart of Athens, whose history spans three centuries (19th-21st).

Historically, the site where NYC Athens Campus is now located, was inaugurated as an educational facility in 1879, and is an iconic landmark of the Old City of Athens, literally in the shadow of the Acropolis.



RIGHT:

Panoramic floor plan of the 4 buildings (halls) of the NYC Athens Campus in the shadow of the Acropolis.

Syngros Hall (building 1), Mumper Hall (building 2), Kapodistrias Hall (building 3), Paparrigopoulou Hall (building 4).



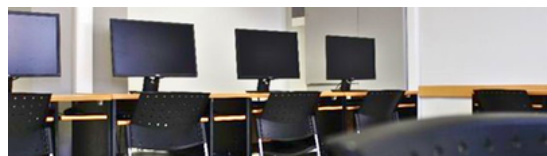
NYC Thessaloniki Campus

In the heart of Thessaloniki,
in the historical area of Kamara!

NYC Thessaloniki Campus is the academic arm of New York College in Northern Greece and the wider region of the Balkans.

The Campus, located in the city centre, has conference rooms, a computer lab, a library, a writing centre and special classrooms with advanced audiovisual equipment and study areas.

NYC Thessaloniki Campus combines a student, technological and entrepreneurial character and is known for the vibrancy and diversity of its students.



HIGHLIGHT



Visit to the University of Greater Manchester Strengthening Global Academic Ties

→ SCHOOL OF BUSINESS

In alignment with New York College's mission to provide internationally accredited, high-impact business education, a delegation from the School of Business recently undertook an official visit to the University of Greater Manchester—a long-standing academic partner and one of the UK's most forward-thinking public universities.

This strategic visit aimed to deepen the academic collaboration between the two institutions, with a focus on enhancing the academic quality, global relevance, and student experience of the joint programs delivered in Greece. During a series of productive meetings with faculty, program directors, and senior university staff, the teams explored ways to:

- Align and enrich academic curricula with emerging business trends
- Strengthen student mobility and faculty exchange programs
- Explore new postgraduate specializations tailored to market needs

The visit also provided a unique opportunity to showcase NYC's commitment to educational excellence and its growing reputation as a multinational academic hub in Southeastern Europe. Discussions emphasized the importance of cross-cultural academic ecosystems and the value of preparing students for careers in increasingly globalized and interconnected economies.

This partnership reflects New York College's unwavering dedication to bridging British academic standards with Greek educational innovation, while opening new pathways for students to experience the best of both worlds.





Campus Life & Activities

Life at New York College is more than academic—it's a holistic student experience that blends professional development, personal growth, and community connection. The School of Business fosters a dynamic and inclusive environment where students engage in meaningful initiatives, develop vital soft skills, and build networks that last a lifetime.

Business Club – A Platform for Ambition

At the heart of student engagement lies the NYC Business Club—an active community open to all NYC students with an interest in business, innovation, and leadership. The club organizes:

- Case study competitions and simulations that build strategic thinking
- CSR initiatives that connect business education with social responsibility
- Participation enhances leadership potential, communication abilities, teamwork, and creative problem-solving—skills highly valued in today's job market.

Visits & Networking – Learning Through Exposure

NYC ensures that students are not confined to classrooms. Through company visits and networking events, they experience business from the inside out:

Visits to industry leaders such as Starbucks, Skrutz, Intracom Defense, Bank of Greece, Skrutz SA, ELTA (Hellenic Post), Ethniki Asfaltiki and Air Canteen give students a real-world perspective on operations, logistics, and leadership challenges.

Students attend major conferences like the Greek Economic Summit, engaging with policymakers and global business figures. These encounters bridge theory and practice, and allow students to gain inspiration and forge professional connections early in their academic journey.

From soft skills to strategy, these events prepare students to act with confidence and competence in fast-paced business settings.

Student Testimonials



"My experience at New York College has truly exceeded my expectations. Studying in an international college in Athens has provided me with the incredible opportunity to connect and socialize with individuals from all around the world, fostering lifelong friendships and building a global network. This exposure to multicultural settings has taught me invaluable lessons on collaboration and performance. The program I selected has been instrumental in my academic and professional growth. Its focused

curriculum ensured that we delve into the latest and most relevant information, theories, and frameworks in the field of business. What sets this program apart is the emphasis on practical application. Through assignments, projects, and internship placements, we were able to put our knowledge into practice, gaining hands-on experience that truly enhanced our learning journey. Additionally, one aspect that has enriched my time at New York College is the array of extracurricular activities offered. Engaging in various projects such as business competitions, company visits, volunteering initiatives, as well as attending numerous seminars and conferences, has significantly enriched my educational experience. These opportunities have made a palpable difference in my studies, allowing me to gain insights beyond the classroom and develop a well-rounded skill set. Overall, my time at New York College has been nothing short of exceptional. The supportive environment, combined with the comprehensive academic program and diverse extracurricular activities, has provided me with a truly enriching and transformative studying experience. I am immensely grateful for the opportunities and experiences I have gained, and I wholeheartedly recommend New York College to anyone seeking an outstanding educational journey." **-Panagiotis (Panos) Volakos**



"In my personal experience, New York College stands as a beacon of extraordinary opportunities. From the moment I set foot on its grounds, I felt the pulsating energy of ambition, knowledge and creativity. The college's vibrant community with diverse perspectives and cultures, nurtured my growth, expanding my horizons beyond measure and the opportunities that came my way were like golden threads. Studying at the New

York College has not only broadened my mind but also shaped my character, transforming me into a resilient and adaptable individual ready to embrace the world beyond its borders. It has been an unforgettable journey of self-discovery, where academic excellence merged with the vibrant spirit of Athens, forever remembered." **-Jasleen Kaur**



“Studying in this program of the Greater Manchester was a great journey, as the course is very informative and relative to the business and the outside workplace. All of the modules helped us to have a basic knowledge in every sector of a business-like business law, Human resource management, Marketing and Finance, and enabled us to choose our desired field and specialty in the final year. One of the skills I believe I gained: working with teams is very vital in personal and professional growth.

It is very important to be able to critically think and approach every topic with an open mind and will to learn which is very helpful in finishing all the assignments. The most important part of this journey were and are the professors teaching and managing this course as they are very helpful and friendly while teaching and outside the class.” **-Harjee Singh**



I joined the BA in Business Management offered by New York College in collaboration with the University of Toulouse after graduating from high school. I chose this program because I was both interested in studying the respective subject and willing to do so at one of the most prestigious universities in Europe. The content of the program, my tutors, and everybody at New York College helped me build a solid managerial background that later

proved highly valuable for succeeding in the world of business. What I found most interesting about my studies, were the business simulation games, a unique feature of this program, that help students understand firsthand how corporations are “in real”. I am currently a partner at “Tsomakos Jewels”, one of the most known jewelry stores in Thessaloniki, and aim at further expanding our business both onsite and online (<https://www.tsomakosjewels.gr/>). However, self-development never stops and that’s why I trusted once again New York College for my postgraduate studies in Business Administration at the Executive Master’s of Business Administration program by the University of Greater Manchester. **-Nikos Ladopoulos**



**In the business
of life,**



BUSINESS

**learning is your
most reliable
currency.**



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expertise in founding and operating
Private Universities in Europe!



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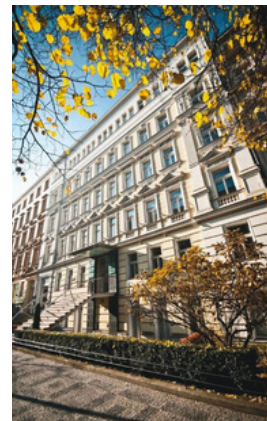
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