

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



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

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!
Athens: 38 Amalias Ave., Syntagma
tel.: +30 210 32 25 961
Thessaloniki: 138 Egnatias & P.P. Germanou
tel.: +30 2310 88 98 79
info@nyc.gr, www.nyc.gr



NYC ATHENS CAMPUS
ATHENS, SYNTAGMA



NYC THESSALONIKI CAMPUS
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!

BSc (Hons) Business Management

Human Resources, General Business, Finance,
Shipping, Marketing, Management Systems,
Supply Chain

We Create the Future Leaders!



University of
Greater Manchester



NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE

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.



“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

STEERING SUCCESS SHAPING THE FUTURE



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- Year 1

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

Level 4- Year 2

- 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- Year 3

- Business Management and Career Development (work placement - 200hrs)
- Leadership, Management & Organizational Culture
- Project Management
- Enterprise, Innovation and Creativity
- Business Case Study Analysis

Level 6- Year 4

- Dissertation
- Strategic Management
- 3 Pathway Modules

PATHWAYS:

Human Resource Pathway

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

General Business Pathway

- E-Commerce & Contemporary Issues in Marketing
- Company Law
- Financial Reporting for Management

Finance

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

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

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

University of Greater Manchester

1st in North West England for Teaching Quality and student satisfaction

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.

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

