



NEW YORK COLLEGE
EUROPEAN & AMERICAN EDUCATION

BA (Hons) in Business Studies - New York College

The BA in Business with International Business is part of the last generation programme that was updated through the University's recent quinquennial review, with the aim of structuring Business Studies around contemporary business processes, rather than traditional thematic areas largely devised in the academic world alone. Apart from dealing with business processes, which encapsulate the full range of managerial activities, the successful candidate will gain a complete view and an holistic perspective of the aspects of International Business with special regard to in-depth understanding of International Trade concepts, Multinational Business Management, and all knowledge necessary to excel in the highly competitive and ever-expanding business world.