



**NEW YORK COLLEGE**  
EUROPEAN & AMERICAN EDUCATION

## BA Hons Business Studies with Tourism - New York College

### AIMS

The BA in Business (Tourism) 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 the Tourism Industry with special regard to in-depth understanding of Tourism Management concepts, International Business, the development of Tourism Policies, Marketing in the Tourism industry and all knowledge necessary to excel in the highly competitive and ever-expanding business world.

### Duration

The BA in Business (Tourism) is a 3-year full-time course, taught exclusively in the English language. Courses are offered within a two term period, with two exam periods in May and August. All courses are delivered during the weekday evenings to accommodate the needs of working students, it starts in October.