

International Business

BACHELOR'S DEGREE - SPECIALITY

Form: Full-time

Study form: Traditional (on-site)

Features: Bachelor's degree • From October • English

City: Bydgoszcz



What will you learn?

- You will learn the conditions and consequences of operating a business in an international environment.
- You will understand the challenges of international finance and settlements, making it easier to analyze financial markets on a global scale.
- You will learn the legal and logistical support of supply chains and transactions in international trade.
- You will identify cultural differences and understand how to operate in an international business environment.
- You will understand the purchasing decision process and how emotions and mood influence customer decisions.
- You will learn how to use marketing mix instruments in building relationships with international clients.

Work opportunities

- You can work as an employee of an international corporation, both at headquarters and in branches or subsidiaries.
- You can find employment in large Polish companies operating on the global market, helping to develop their international activities.
- You can be a manager in small and medium-sized enterprises establishing business relationships with foreign partners.
- You can find employment in business environment institutions, supporting foreign investor services.
- You can work for companies providing consulting and market research services for foreign markets.
- You can start your own business as an expert in international relations, developing partnerships on global markets.

Study program

Practical studies

We teach in a way that best prepares you for the real challenges you will face in your professional career.

- **Group projects** – real business problems.
- **Simulations** – decision-making in market conditions.



- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – experts from the industry.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real-life examples.

Selected major-specific courses

- Research Methods in Business and Psychology
- Statistics
- Management
- Behavioural Economics
- Organisational Behaviour
- Neuropsychological Aspects of Development and Learning
- Occupational Psychology
- Psychological Concepts of the Individual
- Fundamentals of Social Communication
- Social Psychology
- Emotions and Motivation
- Human Resource Management
- Project Management
- Marketing
- Psychology of Individual Differences
- Psychosocial Influence
- Psychology in Marketing
- Cognitive Processes in Decision-Making
- Psychology of Marketing Communication
- Ethics of the Business Psychologist
- Management Simulation
- Fundamentals of Law
- Communication Skills in Business



Selected specialization courses

- Business Communication
- Customer Behaviour
- International Logistics
- International Finance
- International Law
- Corporate Governance
- International Management

Foreign language study

Full-time studies:

- 240 hours of one foreign language (60 hours in each semester, from the 2nd to the 5th semester).

Part-time studies:

- 64 hours of one foreign language in the 2nd and 3rd semester.

You can choose: English, German, Spanish, or Russian.

Internships and practical training

Student internships are an important part of the study program. Students of bachelor's and long-cycle master's studies complete 960 hours of internships (24 weeks), gaining professional experience. If you work in a profession related to your field of study, you can have your internship credited based on your employment. During your studies, you also have the opportunity to take a paid internship. Internship programs are designed by cooperating employers, tailoring requirements to specific positions, which helps you take your first professional steps.

Study completion requirements

You create a major project that addresses a practical or theoretical problem related to your field of study. By studying literature and conducting your own analyses, you work on an original problem-solving proposal. Everything you learn during your studies enables you to create a professional project based on real data and actions. To earn your bachelor's degree, you must defend this project before a committee. You set the direction of your own project!

How to become a WSB Merito

Register online

Applicants are admitted on a first-come first-



University student

You can enroll in a **first degree (e.g. Bachelor's or Engineer's) program** if you have successfully completed your secondary education and have a secondary school-leaving certificate.

[Learn more](#)

served basis. If you are to complete your secondary education this year, or you are studying for your first degree but have not yet earned it, **you can secure a place with us by signing up online.** Your educational service contract can be drawn up later as you have collected all of the required documents. [Create an account or log in](#)