



Management - International Business

- Program - studia I stopnia

full-time part-time IN OCTOBER Bachelor's English

What do you gain by studying International Business at WSB Merito University?

What will you learn by choosing the program?

The study program offers a plethora of opportunities for practical implementation of the obtained knowledge. In the course of your study, you will address and analyze genuine management issues, resolve real executive projects, and discuss actual case studies.

You will take part in study visits organized for students in various renowned organizations.

You will be able to obtain additional business certificates, such as ECDL (including ECDL Project Planning); IPMA Student; internal auditor for the health and safety requirements; TransEdu or ELSE.Edu management systems.

You will complete classes using dedicated software (such as GRETL, Sage HR and payroll services, decision/manager games).

The classes on opening and managing your own business that will prepare you for being an independent entrepreneur.

You will have a chance to become a member of Manager Student Research Club.

You will be able to participate in international student exchange programs (Erasmus).

The Faculty of Management has been awarded by the State Accreditation Committee in several categories, including cooperation with the social, economic or cultural environment in the education process.



A profession desired on
the labour market



Acquiring team skills



The possibility of
obtaining numerous
certificates



What will you learn in the course of your studies?

hotel and restaurant service management

preparation of promotion tourist strategies for a given region and particular regional tourist products

tourist project management

promoting health and wellness

Key program features

The study program includes Major subjects carried out by all students, as well as all Specialization subjects, tailored individually to the field that you will choose.

Business and Presentation Graphics

Career Management and Communication in Business

Intellectual and Industrial Property Rights Protection

Marketing and Public Relations

Organization and Management Methods

Communication Skills in Business

Business Communication

International Logistics

International Finance

International Law

Selected Specialization subjects

During the studies, you will participate in lectures and training sessions, such as:

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy w rozumieniu art. 66 i nast. kodeksu cywilnego. Zgodnie z art. 160 ust. 3 ustawy z dnia 27 lipca 2005 roku Prawo o szkolnictwie wyższym, umowa między english_bydgoszcz a studentem zawierana jest w formie pisemnej.



Business Communication

Customer Behaviour

International Logistics

International Finance

International Law

Corporate Governance

Potential careers for you

cooperating with Polish branches of international corporations;

working for business offices of companies operating internationally;

working for foreign contact cells, such as foreign trade department international consulting;

cooperating with centres for international outsourcing services;

collaborating with agencies and public offices dealing with the services of foreign entities;

working with international organizations and institutions;

running your own transnational business.