

International Business

BACHELOR'S DEGREE - SPECIALITY

Form: Part-time

Study form: Hybrid

Features: Bachelor's degree • From October • English • 6 semesters

City: Chorzów/Katowice



What will you learn?

- You will learn the principles of a **modern market economy**, preparing you to operate effectively in an international environment.
- You will learn to use **specialist vocabulary** in macro- and microeconomics, marketing, sales, management, finance, tourism, and HR.
- You will gain extensive knowledge of the **culture of English-speaking countries**, making it easier to build and maintain business relationships.
- You will develop your communication skills as well as your abilities in **business negotiations and presentations**, strengthening your position in professional relationships.
- You will learn how to efficiently manage **business correspondence**, enabling you to communicate effectively in an international environment.
- You will understand the mechanisms of **international financial markets**, opening up new career opportunities.

Work opportunities

- As an **executive assistant in multinational corporations**, you will support key decision-making processes.
- Working as a **key account specialist**, you will build and maintain business relationships with key partners.
- You can become a **public relations specialist**, carrying out PR activities in an international environment.
- As an **employee of a shared services centre**, you will be responsible for handling business processes.
- You can develop your career as a **media specialist**, engaging in international media projects.
- Working as a **manager in a tourism enterprise** will open the door to a career in the tourism or Spa & Wellness industry.

Additional information for candidates

This programme is recommended for candidates who have at least a **B2 level** of English.

Not sure if your level is sufficient? Take a short [online test](#) or contact our **Foreign Languages Centre**. We will help you assess your level and advise whether this is the right choice for you.



From the fourth semester, all specialist modules are taught in English.

Study program

Practical studies

We teach in a way that prepares you as well as possible for the real challenges you will encounter in your professional work.

- **Group projects** - real business problems.
- **Simulations** - decisions in market conditions.
- **Internships and placements** - experience in companies.
- **Lectures with practitioners** - market experts.
- **Modern tools** - up-to-date technologies.
- **Case studies** - analysis of real cases.

Selected major-specific courses

- History of the English language and English-language literature
- Intercultural communication
- Practical English: phonetics
- Practical English: practical grammar
- Practical English: written English
- Practical English: conversation
- Practical English: English-language press reading
- Introduction to the culture and history of English-speaking countries
- Introduction to translation
- Introduction to linguistics

Selected specialization courses

- Business Negotiation
- Business Simulation Game
- Cross-Cultural Case Studies
- Doing Business in UK and US



- Economic Geography
- English for Finance and Accounting
- English for International Trade
- English for Law
- English for Management and Marketing
- International Financial Markets
- International Tourism and Leisure Industry
- Oral Communication in Business

Foreign language study

As part of their studies, our students participate in **Polish language classes**. These courses are designed to support everyday communication, facilitate integration into the local environment, and enhance their overall study experience in Poland.

Internships and practical training

Student internships are an important part of the study program. Students of bachelor'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 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

Take the first step - register now!

Applicants are admitted on a first-come first-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**



certificate.
[Learn more](#)

signing up online. Your educational service contract can be drawn up later as you have collected all of the required documents.
[Learn more](#)