

Management

BACHELOR'S DEGREE - PROGRAM

Form: Full-time

Study form: Hybrid

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

City: Chorzów/Katowice



What will you learn?

- You will learn how **enterprises operate in a free market economy** and how to enhance their competitiveness.
- You will master the skills of **strategic planning** and implementing operational objectives.
- You will learn to manage **human resources** and other company assets as key elements of business success.
- You will gain competences in developing **marketing strategies** and implementing sales plans.
- You will learn methods of organising work in an **international** environment and cooperating with foreign companies.
- You will gain knowledge through business simulators such as **Revas**, which will teach you how to manage a company in practice.

Work opportunities

- You will work as a **business strategy manager**, supporting the development of enterprises in the international market.
- You will find employment as a **project management specialist**, carrying out complex initiatives.
- You will become a **human resources expert** in domestic and international companies.
- You will work in marketing departments, developing effective **advertising and sales strategies**.
- You will manage your own business, applying knowledge of **strategic management**.
- You will advance your career in consulting firms, providing advice in the areas of **change and innovation management**.

Study program

Practical studies

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

- **Group projects** – real business problems.
- **Simulations** – decision-making in market conditions.
- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – industry experts.
- **Modern tools** – current technologies.
- **Case studies** – analysis of real cases.



Selected major-specific courses

- Foreign language
- Fundamentals of sociology
- Fundamentals of communication
- Fundamentals of psychology
- Fundamentals of law
- Fundamentals of information technology and office applications
- Protection of IP rights
- Fundamentals of management
- Mathematics
- Statistics and econometry
- Organisational studies
- IT systems in management
- Fundamentals of finances
- Marketing and marketing research
- Organisational behaviour
- Microeconomics
- Financial accounting
- Corporate financial management
- Project management
- Quality management
- Human resource management

Selected specialization courses

- Human resources development
- Employment planning
- Entrepreneurship - business simulation game
- Project organisation
- Design thinking
- Project risk management
- IT tools in project management



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 course. Students of undergraduate and long-cycle master's programmes complete **960 hours of internships** (24 weeks), gaining professional experience. If you already work in a profession related to your field of study, you may have your internship credited based on your employment. During your studies, you also have the opportunity to take part in a paid placement. Internship programmes are prepared by our partner employers, who tailor their requirements to specific positions, making it easier to take your first professional steps.

Study completion requirements

You work in a team on a diploma project that addresses a practical or theoretical problem related to your field of study. By researching the literature and conducting your own analyses, you develop an original proposal for solving the problem. Everything you learn during your studies enables you to create a professional project based on real data and actions. To obtain your bachelor's degree, you must defend this project before a committee. You are the one who defines the direction of your 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 certificate.

[Learn more](#)

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 signing up online**. Your educational service contract can be drawn up later as you have collected all of the required documents.

[Learn more](#)

Specializations in the Management program

Human Resource Management

Form: Full-time

Study form: Hybrid

Project Manager

Form: Full-time

Study form: Hybrid