



English for Business Purposes - International Business

- Program - studia I stopnia

full-time IN OCTOBER Bachelor's English

Why study International Business English at WSB Merito University in Chorzów ?

You will **level up your English language skills** to C1 (CEFR) or beyond.

You will find out about the mechanisms that govern **modern businesses** and **market economies**.

You will get **ready for a career** in a multicultural and **multinational environment**.

You will learn to use a variety of **specialized business vocabulary**.

You will be knowledgeable about the **culture of English-speaking countries**.

Our focus on **practical learning** and **soft skills** that are sought by employers worldwide will put you at an advantageous position in the job market.

You will be able to become **a modern-day linguist** and **effective communicator** who feel comfortable in an international business environment.

Career opportunities:

Upon completion of your studies you may work e.g. as:

office manager or executive assistant in multinational corporations

key account manager

international project manager

media/communication consultant

communications/public relations officer

shared services center professional

hospitality industry staff

accounting, finance, HR etc. department personnel.

What are you going to learn?

You will develop your soft skills, such as language skills, communication skills or interpersonal skills.

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_chorzow a studentem zawierana jest w formie pisemnej.



You will learn a wide range of business vocabulary from such areas as macro- and microeconomics, marketing, sales, management, finance, accounting, law, and tourism.

You will have a firm grasp of a number of organizational and corporate issues.

You will get a broad overview of the history and culture of English-speaking countries.

You will know how to design effective business reports and a variety of other business communications.

You will be prepared to conduct meetings and negotiations.

Key program features

Core and general courses:

Basic Communication Skills

Contrastive Polish-English Grammar

English Language Training: Conversation

English Language Training: Phonetics

English Language Training: Practical Grammar

English Language Training: Press Readings

English Language Training: Writing

Foreign Language II

Fundamentals of Law

Fundamentals of Management

Fundamentals of Marketing

History of English Language and Literature In English

Intellectual Property Protection

Intercultural Communication

Introduction to Culture and History of English-Speaking Countries I

Introduction to Culture and History of English-Speaking Countries II

Introduction to Economics

Introduction to Information Technology And Office Applications

Introduction to Linguistics

Introduction to Thesis Writing

Introduction to Translation

Labor Market Challenges

Methodology of Project-Based Learning

Occupational Health And Safety

Physical Education



Major (specialization) courses – International Business

commencing in year two of the program

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