WSB MERITO UNIVERSITY GDANSK

Management

BACHELOR'S DEGREE - PROGRAM

Form: Full-time • Part-time

Study form: Traditional (on-site)

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

City: Gdańsk

What will you learn?

- **You will master the art of team management.** You will learn how to work effectively with people, motivate them, and create a productive work environment.
- **You will acquire project management skills.** You will plan and execute projects, create business plans, and effectively organize your team’s work time.
- **You will learn data analysis techniques.** You will learn how to analyze and synthesize information and create professional reports to support decision-making.
- **You will master organizational management.** You will learn how to effectively plan and implement strategies in company management and organize operational activities.
- **You will explore effective sales techniques.** You will discover tools that support the sales process and learn how to build long-term relationships with clients.
- **You will develop professional business language skills.** You will communicate in English and Polish in professional situations, increasing your marketability in the job market.

Work opportunities

- **Work as a project manager.** Manage project execution from start to finish. Coordinate teams, control budgets, and implement effective business strategies.
- **Get hired as a team management specialist.** Motivate employees, organize their work, and create an environment that fosters the achievement of shared organizational goals.
- **Be a business data analyst.** Analyze key company indicators, process financial data, and support management through strategic reports.
- **Become a sales specialist.** Build relationships with clients, negotiate contracts, and implement sales techniques that contribute to the company’s growth.
- **Work as a business consultant.** Help companies optimize processes, manage change, and introduce innovations to achieve better results in a competitive market.
- **Get hired as a marketing activities coordinator.** Planning campaigns and analyzing the effectiveness of marketing strategies will be part of your daily work.

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.

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umo wy 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 Uniwersytetem WSM Merito we Wrocławiu a studentem zawierana jest w formie pisemnej.

- **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

- Economics
- Fundamentals of Management
- Basics of Law
- Fundamentals of Psychology
- Marketing
- Methods of Effective Learning and Writing Project Papers
- Business Management
- Fundamentals of Quantitative Methods
- Sales Techniques
- Social Communication
- Corporate Finance
- Human Resource Management

Selected specialization courses

- International Business
- International Business – BA Business and Management Top-Up with University of Northampton
- Tourism and Hotel Management

Foreign language study

For full-time studies:

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

For part-time studies:

- 64 hours of learning one foreign language during the 2nd and 3rd semesters.

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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 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

International Business

Form: Full-time

Study form: Traditional (on-site)

International Business - BA Business and Management Top-Up with University of Northampton

Form: Full-time • Part-time

Study form: Traditional (on-site)

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