WSB MERITO UNIVERSITY GDANSK

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

BACHELOR'S DEGREE - SPECIALITY

Form: Full-time • Part-time

Study form: Traditional (on-site)

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

City: Gdańsk

Gain an additional university diploma in the United Kingdom!

The International Business - BA Business and Management program at WSB Merito University in Gdańsk is a unique offer **that enables you to obtain a double diploma**: both from WSB Merito University and from the University of Northampton. This program was developed in cooperation with the British university, which ensures a high standard of teaching and access to international educational resources.

What will you learn?

- **Master business English vocabulary** for finance, management, and marketing to boost job competitiveness.
- **Learn to create marketing strategies** for global markets, considering culture and regions.
- **Understand international management** and business correspondence for smooth cooperation abroad.
- **Develop international negotiation skills** by understanding cultural differences and building long-term business relationships globally.
- **Gain knowledge of international financial management** for effective work in global business structures and business growth.
- **Get opportunities to study abroad,** for unique academic experience and new career paths.

Work opportunities

- **Work as an international cooperation specialist.** Support companies in contacts with foreign partners, developing global business relations.
- **Get hired as a foreign trade specialist.** Manage export/import, negotiate contracts, and oversee international trade documentation.
- **Join a multinational company’s management office.** Support strategic and organizational activities at the executive level.
- **Become an international business consultant.** Advise on global expansion, analyze international markets, and suggest effective strategies.
- **Work as a foreign relations coordinator.** Manage cooperation with overseas partners, ensure effective communication, and run joint projects.
- **Be an international finance specialist.** Oversee global company financial operations and analyze risks.

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.

Study program

What will you gain by studying this program?

- **Double diploma:** After graduation, you receive diplomas from **WSB Merito University** and **University of Northampton**, increasing your career prospects.
- **IT system access:** As a student, you have access to the British university's educational platform.
- **International experience:** The program strongly emphasizes skills for working in an international business environment, including negotiating with partners from various cultures.

Selected major-specific courses

- Economics
- Fundamentals of law
- Fundamentals of psychology
- Marketing

Selected specialization courses

- Human resource management
- International finance
- Fundamentals of management
- Business management

Foreign language study

For full-time studies:

- 240 hours of a foreign language (60 hours per semester, semesters 2 to 5).

For part-time studies:

- 64 hours of a foreign language in semesters 2 and 3.

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

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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

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