WSB MERITO UNIVERSITY GDANSK

International Business

BACHELOR'S DEGREE - SPECIALITY

Form: Full-time

Study form: Traditional (on-site)

Features: Bachelor's degree • From October • English

City: Gdańsk

What will you gain by studying this program?

- **Access to IT systems:** As a student, you will have access to the educational platform of a British university.
- **International experience:** The program puts a strong emphasis on skills needed in an international business environment, including negotiating with partners from various cultures.

What will you learn?

- **You will master specialist business English vocabulary** in finance, management, and marketing, making you more competitive in the job market.
- **You will learn to plan and implement marketing strategies** for international markets, considering cultural and regional preferences.
- **You will understand the principles of international management**, including creating business documentation and correspondence, improving cooperation with foreign partners.
- **You will develop international negotiation skills**, learning to consider cultural differences and build lasting business relationships worldwide.
- **You will gain knowledge of international financial management**, allowing you to operate effectively in global business structures and support company growth.
- **You will have the opportunity to study at foreign universities**, giving you unique academic experience and opening new career paths.

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** – solving real business problems and building teamwork skills.
- **Simulations** – making business decisions in realistic market conditions.
- **Internships and placements** – gaining hands-on experience in companies.
- **Lectures with practitioners** – learning from industry experts.
- **Modern tools** – working with up-to-date technology.
- **Case studies** – analyzing real-life business scenarios.

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.

Selected major-specific courses

- Economics
- Communication and presentation workshops
- Fundamentals of finance
- Fundamentals of management
- Fundamentals of law
- Fundamentals of psychology
- Physical education (PDW)
- Marketing
- Methods of effective learning and project writing
- Business management
- Basics of quantitative methods
- Basics of accounting
- Sales techniques
- Sources of business financing
- Social communication
- Corporate finance
- Foreign language
- Human resources management

Selected specialization courses

- Project Team Management
- Change Management
- International Finance
- Business Plan

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).

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For part-time studies:

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

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

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