

Management

MASTER'S DEGREE - PROGRAM

Form: Full-time • Part-time

Study form: Traditional (on-site)

Features: Master's degree • From October • English • 4 semesters

City: Gdańsk



What will you learn?

- **You will learn to manage in a project environment**, developing leadership skills and learning to delegate tasks effectively in diverse teams.
- **You will learn management processes and understand** how to plan and coordinate company activities effectively in a dynamically changing business environment.
- You will gain the ability to create creative concepts and **implement advertising campaigns** that effectively attract customer attention.
- **You will learn how to manage production and personnel**, ensuring efficiency, motivation, and employee satisfaction within the organization.
- **You will develop skills in digital marketing**, including SEO and SEM, to effectively promote brands online.
- **You will become familiar with tools such as Microsoft Dynamics**, which facilitate customer relationship management and the optimization of business processes.

Work opportunities

- **Become a project manager.** Work on coordinating teams and executing strategic projects in IT, manufacturing, or consulting companies, ensuring their success.
- **Work as a marketing specialist.** Implement advertising campaigns, develop brands in digital media, and use SEO and SEM to increase the visibility of products and services.
- **Get hired as a business analyst.** Help companies make better decisions by analyzing data, forecasting market trends, and improving operational processes.
- **Be a human resource management specialist.** Career path planning, motivating employees, and creating HR strategies are key elements of this role.
- **Become an expert in international logistics.** Organize transport, manage warehousing, and collaborate with partners in the global supply chain.
- **Work as a business consultant.** Support companies in optimizing processes, implementing innovations, and adapting to a dynamic market environment.

Study program

Practical studies

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

- **Group projects** – real business problems.



- **Simulations** – making decisions in market conditions.
- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – experts from the industry.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real cases.

Selected major-specific courses

- Corporate social responsibility
- Management concepts
- Commercial law
- Elements of mathematical statistics
- Psychology in management
- Communication and task delegation in the enterprise
- Methodology of scientific research
- Strategic management
- Economic forecasting
- Process management
- Human resource management
- Operational management
- Financial analysis of the enterprise
- Enterprise management in the international market

Selected specialization courses

- Social Media Marketing
- Content Marketing
- E-mail Marketing
- SEO and SEM
- Global Dimensions of Business
- Mergers & Acquisitions



- Business and Financial Strategy

Foreign language study

Industry-specific foreign language for 48 hours during one semester.

Internships and practical training

Internships are an important part of the study program. Master's students complete **480 hours of internships throughout their studies**, gaining valuable work experience. If you are employed in a profession relevant to your field of study, you may have your internship credited based on your employment. During your studies, you also have the opportunity for a paid internship. Internship programs are prepared by our partner employers, adapting requirements to specific positions, which makes starting your professional career easier.

This is a program for people

- who want to develop leadership skills and manage projects in modern companies,
- who are interested in planning, coordinating, and optimizing business processes,
- who want to create and implement effective marketing campaigns,
- who wish to manage personnel and take care of team efficiency,
- who want to gain practical skills in digital marketing and the use of business tools.

How to become a WSB Merito University student

To be eligible for a **second degree (Master's) program**, you must have completed a prior higher education program concluded with the award of a first degree (Bachelor's or equivalent).

[Learn more](#)

Register online

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.

[Create an account or log in](#)

Specializations in the Management program

International Business Management

Form: Full-time • Part-time



Study form: Traditional (on-site)

Digital Marketing

Form: Full-time • Part-time

Study form: Traditional (on-site)

IT Project Management

Form: Full-time • Part-time

Study form: Traditional (on-site)

Management 5.0

Form: Full-time

Study form: Traditional (on-site)