

International Business Management

MASTER'S DEGREE - SPECIALITY

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 business negotiations in English**, gaining practical skills needed to build trade relationships in an international environment.
- **You will learn about cross-cultural differences in business**, such as etiquette and communication, which will enable you to collaborate effectively with partners from different cultures.
- **You will find out how to develop company growth strategies in international markets**, taking into account global trends and the specifics of local markets.
- **You will master supply chain management in international business**, learning to coordinate logistics activities and optimize processes.
- **You will learn to create and implement marketing programs**, which increase the effectiveness of promotional activities in foreign markets.
- **Thanks to the international IACBE accreditation, you will gain confirmation of the quality of your education**, which will increase your opportunities in the global job market.

Work opportunities

- **Become a specialist in international trade.** Support business development by conducting negotiations, establishing business contacts, and organizing transactions in foreign markets.
- **Work as an international marketing specialist.** Create advertising campaigns tailored to global markets, building brand recognition internationally.
- **Be a business consultant.** Advise companies on business development in new markets, optimizing processes, and supporting strategic decisions.
- **Work at an international corporation.** Manage global projects and coordinate teams across countries.
- **Join a city's international relations department.** Organize global events and build partnerships worldwide.
- **Become an export manager.** Expand sales in foreign markets and oversee logistics.

Study program

Practical studies

We prepare you for real-world challenges at work.

- **Group projects** - real business problems.
- **Simulations** - decisions in market settings.



- **Internships** - company experience.
- **Expert lectures** - industry professionals.
- **Modern tools** - up-to-date tech.
- **Case studies** - real case analysis.

Selected major-specific courses

- Corporate social responsibility
- Management concepts
- Commercial law
- Basics of mathematical statistics
- Psychology in management
- Communication and delegation in business
- Research methodology
- Strategic management
- Economic forecasting
- Process management
- Human resources management
- Operational management
- Financial analysis
- International business management
- Strategic marketing management
- Search engine marketing - SEM, SEO

Selected specialization courses

- Global Dimensions of Business
- Mergers & Acquisitions
- Business and Financial Strategy
- Intercultural Management



Foreign language study

Industry-specific foreign language, 48 hours per 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 build a career in international business,
- who are interested in negotiations and intercultural communication,
- who want to create company growth strategies for foreign markets,
- who wish to manage logistics and supply chains on a global scale,
- who aim to gain qualifications confirmed by international accreditation.

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](#)