

# Management

BACHELOR'S DEGREE - PROGRAM

**Form:** Full-time

**Study form:** Hybrid

**Features:** Bachelor's degree • From October • English • 6 semesters

**City:** Łódź



## What will you learn?

- You will learn **sales techniques and business strategies**. You will gain the skills to effectively plan and implement activities that increase sales performance.
- You will acquire knowledge in **project management**. You will use tools such as GRETL and Sage Symfonia in practical business contexts.
- You will take part in the **Yes4Yeti** programme. You will gain practical experience by participating in workshops led by business experts.
- You will learn how to **start and run your own business**. You will receive support in developing a business plan and managing a company.
- You will learn the principles of **business communication**. You will develop skills for effective collaboration in international teams and corporate environments.
- You will gain **practical skills and business certifications** that will help you stand out in the job market and support your start in an international career.

## Work opportunities

- Work as a **sales specialist**. Support sales teams in planning strategies, analysing data, and building client relationships.
- Become a **project coordinator**. Manage teams and business projects using your knowledge of management and analytical tools.
- Work as an **international team manager**. Support cross-cultural collaboration while ensuring efficiency and effective communication within global structures.
- Be a **business analyst**. Collect and analyse data to support strategic decisions and process development in international corporations.
- Work as a **business communication specialist**. Develop communication strategies that enhance your company's visibility and the impact of its activities.
- Become a **management consultant**. Advise companies on optimising processes and implementing new management strategies.

## Study program

### Praktyczne studia

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

- **Group projects** – real business problems.
- **Simulations** – decision-making in market conditions.



- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – industry experts.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real cases.

## **Selected major-specific courses**

- Proseminar
- BA Diploma Seminar
- Communication Skills in Business
- Starting and running your own business
- Professional placement

## **Selected specialization courses**

- International business
- Sales strategies and techniques

## **Foreign language study**

### **In full-time studies:**

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

### **In part-time studies:**

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

## **Study completion requirement**

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!



## 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.

### 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](#)

### 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.

[Sign up](#)

## Specializations in the Management program

International Business

**Form:** Full-time

**Study form:** Traditional (on-site)