

# International Business

BACHELOR'S DEGREE - SPECIALITY

**Form:** Full-time

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

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

**City:** Łódź



## What will you learn?

- You will gain an understanding of **consumers and finance in the global market**, learning how international markets operate and how they influence business decisions.
- You will learn about the **logistical and legal aspects of supply chains**, gaining the skills to organise logistics processes in line with international regulations.
- You will master **business English**, learning how to handle correspondence and documentation in an international environment.
- You will learn effective **communication in a multicultural environment**, a key skill when working with global teams and clients.
- You will gain an understanding of how to implement **management strategies in international trade**, acquiring knowledge that is valuable in running a business.
- You will acquire knowledge of **logistics and international law**, preparing you to operate in the global arena and in international institutions.

## Work opportunities

- Work as an **international consultant**, advising companies on expansion strategies, analysing global markets and building relationships with partners.
- Become an **employee of a multinational corporation**, managing logistics and communication processes in a global environment.
- Work in an **international shared services or outsourcing centre**, supporting financial, logistics or HR processes on a global level.
- Work for **agencies handling international relations**, collaborating with international partners on regional development and investment projects.
- Work in **international organisations**, supporting the activities of global institutions in management and intercultural cooperation.
- Become the **owner of an international business**, developing your own enterprise and acquiring clients in global markets.

## 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** – real business problems.
- **Simulations** – decision-making 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-life examples.

## **Selected major-specific courses**

- Communication Skills in Business
- Starting Your Own Business
- Proseminar
- Diploma Seminar
- Work Placement

## **Selected specialization courses**

- Business Communication
- Customer Behaviour
- International Logistics
- International Finance
- International Law
- Corporate Governance

## **Foreign language study**

### **Full-time studies:**

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

### **Part-time studies:**

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

## **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](#)

### 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](#)