

# Management - International Business

Form of study: full-time  
IN MARCH English

## Key program features

**The program of study in this Specialization includes, among others:**

- Tourist Business
- Global Affairs
- International Competencies in Business

**GENERAL EDUCATION SUBJECTS:**

- Business English
- Ohs (occupational health and safety)
- Information technology
- Learning strategies
- Business communication
- Economics
- Business law
- Sociology
- Mathematics
- Final project standards
- Physical education
- Self-presentation and public speaking

**MAJOR SUBJECTS:**

- Principles of management
- Accounting
- Quality management
- Marketing
- Organisation behaviour
- Statistical data analysis
- Marketing research
- Small business management
- Human resource in organization
- Financial analysis
- Business game
- Techniques for coping with stress
- Business simulation

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy 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 a studentem zawierana jest w formie pisemnej.

**SPECIALIZATION SUBJECTS:**

- Supply chain management
- Public relations
- Global economy
- Modern information management
- Coaching
- Business ethics
- Intercultural competences in business
- Customer relationship management
- E-marketing
- Negotiation strategies
- Project management
- International finance
- Managing digital business

<https://www.merito.pl/english/opole/our-offer/bachelors-degree/programs/management-international-business>