

Management

MASTER'S DEGREE - PROGRAM

Form: Full-time • Part-time

Study form: Hybrid

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

City: Opole



What will you learn?

- You will learn **risk management and strategic decision-making**. You will explore tools that help you analyze situations and choose the best solutions.
- You will master **strategic and operational marketing**, enabling you to build effective campaigns and develop a company's image in both local and international markets.
- You will learn how to **apply modern methods of business activity analysis**, helping you assess performance effectiveness and improve company results.
- You will learn **effective enterprise resource management**, both human and financial, enabling you to optimize internal processes.
- You will participate in **certified training sessions and workshops** that will increase your employability and help you gain internationally recognized qualifications.
- You will develop **language competence through studying in English**, opening up opportunities to work in international business environments.

Work opportunities

- Get employed as a **project manager in a corporation**. Your resource management and planning skills will allow you to successfully carry out large, complex projects.
- Work as a **marketing specialist in an international company**. With knowledge of strategic and operational marketing, you will help build a brand's image in the global market.
- Become a **business analyst in a large organization**. You will learn to evaluate performance, analyze data, and support management in making key decisions.
- Become a **risk management specialist**. In financial or manufacturing companies, you will be responsible for identifying potential threats and implementing risk mitigation strategies.
- Work as a **business development advisor**. Help companies enter new markets, develop relationships with key clients, and create expansion strategies.
- Get employed as an **operations manager**. Your skills in process and team management will enable you to improve operations and increase a company's efficiency.

Programme

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** – hands-on experience in companies.
- **Lectures with practitioners** – industry experts.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real-world examples.

Selected major-specific courses

- Management Concepts
- Managerial Skills
- Techniques for Coping with Stress
- Marketing Management
- Hr Strategies
- Corporate Social Responsibility
- Strategic Management
- International Marketing
- Process Management

Selected specialization courses

- Lean Management
- Change Management
- Building And Maintaining Business Relationships
- International Business Project
- Decision Problems In Business
- Branding
- Design Thinking

Foreign language study

For part-time studies:

- 64 hours of learning one foreign language during the 2nd and 3rd semesters.



Internships and practical training

Internships are an important part of the study program. Master's degree students complete **480 hours of internship during the course of study**, gaining valuable professional experience. If you work in a field related to your major, you may have your internship recognized based on your employment. During your studies, you also have the opportunity to participate in a paid internship. Internship programs are prepared by employers we cooperate with, tailoring requirements to specific positions, which makes it easier to take the first steps in your career.

This field of study is designed for people who:

- have **leadership skills** and would like to become managers in the future,
- are interested in the **mechanisms of management psychology**,
- are good at **organizing and planning**,
- have an **analytical mindset** and perform well in exact sciences.

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](#)

Take the first step - register now!

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 Management

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