

# International Management

MASTER'S DEGREE - SPECIALITY

**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 develop **language competence in business English**, increasing your chances of working in an international environment and collaborating with global partners.
- You will learn to **manage international projects**, gaining practical experience in planning, organizing, and executing activities in foreign markets.
- You will learn the **principles of brand building and business relationships**, essential for advanced branding.
- You will master **methods of managing change within an organization**, preparing you for challenges related to transformations in companies operating in different markets.
- You will learn to use **tools for solving decision-making problems**, enabling you to support management in making strategic business decisions.
- You will **participate in international projects**, gaining practical skills and experience needed in a global work environment.

## Work opportunities

- Become an **international project manager**. Plan and execute projects in the global market, coordinating teams from different countries.
- Work as a **market specialist**. Support companies in expansion, analyze customer needs, and develop market entry strategies.
- Be a **strategy director**. Create company development plans to ensure growth in global markets.
- Become a **business consultant** and support companies in international expansion by identifying opportunities and optimizing processes.
- Work as an **export manager**, handling foreign sales, client relations, and supply chain logistics.
- Get employed as a **brand specialist**, developing marketing strategies for global companies across different markets.

## 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 II
- Marketing Management
- HR Strategies
- Corporate Social Responsibility
- Statistics in Management
- Strategic Management
- Economic Forecasting
- 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](#)