

Management

BACHELOR'S DEGREE - PROGRAM

Form: Full-time

Study form: Traditional (on-site)

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

City: Opoie



- **You will learn to make decisions under time pressure.** You will gain the ability to respond quickly to changes and act effectively in dynamic business situations.
- **You will master enterprise management using IT.** You will learn to use modern information technologies that support the company's operational efficiency.
- **You will understand how to analyze market and financial data.** You will learn methods for assessing a company's condition and forecasting that will help you make strategic decisions.
- **You will learn techniques for motivating and leading a team.** You will learn how to build effective teams, develop their potential, and manage employees efficiently in various situations.
- **You will gain knowledge about global business trends.** You will prepare to work in an international environment by exploring examples and practices in the field of International Business.
- **You will master business simulations and games.** You will learn to make decisions in realistic scenarios.

Work opportunities

- Work as a **project manager in an international company.** Manage teams and coordinate business processes using modern technologies and data analysis.
- Get employed as a **market analyst in a consulting firm.** Evaluate trends, analyze financial and market data, and support companies in making strategic business decisions.
- Become a **human resources management specialist.** Build and motivate teams, develop HR strategies, and implement innovations in personnel management.
- Work as a **business advisor for startups.** Help create strategies, manage resources, and support business growth using the knowledge gained during your studies.
- Become a **strategy manager in a corporation** – analyze data, implement initiatives, and respond to market changes.
- Get employed as an **international sales specialist.** Build relationships with clients from different cultures, develop sales strategies, and negotiate contracts in a global environment.

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** – hands-on experience in companies.



- **Lectures with practitioners** – experts from the industry.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real-world examples.

Selected major-specific courses

- Principles of Management
- Accounting
- Techniques for Coping with Stress
- Marketing
- Organisation Behaviour
- Quality Management
- Marketing Research
- Small Business Management
- Human Resource in Organization
- Financial Analysis
- Business Game
- Business Simulation

Selected specialization courses

- Supply chain management
- Public relations
- Modern information management
- Coaching
- Business ethics
- Intercultural competences in business
- Customer relationship management
- E-marketing
- Negotiation strategies
- Project management



- International finance
- Managing digital business

Foreign language study

For full-time studies:

- 240 hours of learning one foreign language (80 hours per semester, from the 2nd to the 4th semester).

For part-time studies:

- 180 hours of learning one foreign language during the 3rd and 4th semesters.

Internships and practical training

Student internships are an important part of the program. Undergraduate students complete **960 hours of internship (24 weeks)**, 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 take part 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.

Study completion requirements

In your final year, you create a major project that addresses a practical problem related to your field of study. By researching the literature and conducting your own analyses, you develop an original solution proposal. Everything you learn during your studies enables you to create a professional project based on real data and actions. You are the one who sets the direction of your 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](#)

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 Business

Form: Part-time

Study form: Hybrid