

# International Business

BACHELOR'S DEGREE - SPECIALITY

**Form:** Part-time

**Study form:** Hybrid

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



## What will you learn?

- **You will become proficient in using English in your professional career.** You will learn industry-specific vocabulary and develop business communication skills in an international work environment.
- **You will understand how the international economy functions.** You will learn the key principles of global business, taking into account cultural, legal, and economic aspects.
- **You will learn to create company development strategies for international markets.** You will discover how to analyse global markets.
- **You will master maintaining business relationships and managing the supply chain.** You will learn how to build long-term partnerships with business partners and manage international logistics.
- **You will learn the principles of intercultural communication and business etiquette.** You will understand cultural differences in professional interactions, allowing you to work effectively in international teams.

## Work opportunities

- **Work as an international trade specialist.** Organize transactions, negotiate terms, and develop business relationships in global markets.
- **Become an international marketing specialist.** Create product and service promotion strategies tailored to different foreign markets.
- **Be an international cooperation advisor.** Support public administration in relations with foreign partners and international projects.
- **Work as a customer relationship manager in an international corporation.** Build relationships with clients, negotiate contracts, and manage communication on a global level.
- **Become a supply chain management specialist.** Plan and coordinate the flow of goods between countries, minimize costs, and ensure the quality of delivered services.
- **Get employed as an analyst in a consulting firm.** Analyze market data and prepare reports that help clients make strategic decisions in an international environment.

## 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 professionals** – industry experts.
- **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
- 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

## 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 study 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 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.

## Study completion requirements

In the final year, you create a major project that addresses a practical problem related to your field of study. By researching literature and conducting your own analyses, you develop your 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

### 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**



education and have a secondary school-leaving certificate.

[Learn more](#)

**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](#)