



# Management - International Business

- Program - studia I stopnia

full-time IN OCTOBER Bachelor's English

## What can you gain by studying Management at WSB Merito University?

An innovative teaching system, modelled on the practices employed by paramount business universities from Western Europe as well as the USA.

The classes with the use of management games and business simulators, such as PROMAR, PROFIT, ORGAEFEKT.

The members of our teaching staff include the most eminent practitioners from such the companies as Lemon JWT Thompson; Limango; or Me & My Friends, who are the affiliates of the Business Council for the Management Administration. The classes are held in professional teaching spaces, such as video or photography studios.

You will learn to use dedicated software, i.e. SPSS, Corel Draw Graphic Suite, Photoshop, Adobe Premiere, SAP, mHR EVO, Payer, Google Analytics or AdWords.

In order to extend your knowledge, you can become a KIVI member. KIVI, or Key Visual Business and Research Group is our thriving Research and Business Student Club that explores the issues related to business administration and marketing.

### Potential careers for you:

International Marketing Specialist

International Project Coordinator

Consultant or Specialist in Foreign Trade, Import and Export

A Representative for International Companies

An Assistant in Diplomatic Missions

**Advance from Bachelor's to Master's in the USA with Franklin University**

**By pursuing a degree in Management at WSB Merito University,** you can broaden your academic journey after graduation by studying for a Master's degree in the USA. Through the WSB Merito University & Franklin University

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 english\_opole a studentem zawierana jest w formie pisemnej.



program, students have the opportunity to continue their studies in the USA at Franklin University. **This unique program enables participants to graduate with two degrees** - a European credential and an American Master's degree—while significantly reducing tuition and living expenses compared to completing all studies in the U.S.

#### Explore Diverse Opportunities in Poland and the U.S.

This program is ideal for students pursuing Management degrees at WSB Merito University who want to immerse themselves in culturally diverse environments. We support international students with Franklin University's flexible admission process, which includes assistance with visa documentation and English proficiency requirements, ensuring a smooth transition. With affordable tuition rates and Columbus's thriving job market, we combine academic excellence with practical career opportunities.

#### [READ MORE ABOUT 3+1 PROGRAM](#)



Management and  
business games



Studio sessions



KIVI – Key Visual  
Business and Research  
Group

## What will you learn by selecting this Specialization?

The vocabulary related to a particular line of business (Business English) in the field of market economy, marketing, sales, management, and banking;

The principles of functioning in the international business environment, finance and HR

Project management on a transnational scale

The means of communication and maintaining relationships in an intercultural work environment

Analyzing enterprise activities with various tools, including taking part in simulation market games or



solving numerous case studies; maintaining dedicated software

Change and strategic management

The issues connected with economics, management, and marketing

## 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

## **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

## What else should you know?

All subjects, the final thesis, and the diploma exam are taught in English.

The students are joined by the Erasmus+ Program participants gaining knowledge at WSB University.

Currently, WSB University cooperates with about fifty academic institutions, and the classes are conducted by visiting professors.

As a part of Business Skills Meetings or cyclical meetings of professionals, you can expand your knowledge and practical skills in a given field.

You will have the opportunity to take part in Business Weeks, week-long workshops at foreign universities affiliated in the BUSINET Association or take part in one of the international projects conducted at WSB

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University.