WSB MERITO UNIVERSITY POZNAN

International Trade

BACHELOR'S DEGREE - PROGRAM

Form: Full-time

Study form: Hybrid • Traditional (on-site)

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

City: Poznań

What will you learn?

- You will gain **practical skills in international negotiations**, helping you navigate the dynamic world of global trade.
- You will learn to **manage risk in international trade**, increasing your competitiveness on the job market.
- You will become familiar with **marketing strategies for international markets**, opening the door to careers in global companies.
- You will master **international logistics management**, enabling you to efficiently organize cross-border flows of goods.
- You will develop **intercultural communication competences**, which will make cooperation in international teams easier for you.
- You will learn **foreign languages**, gaining confidence in business contacts on the global stage.

Work opportunities

- Work as an **international trade specialist**, using your knowledge of global markets and business strategies in companies operating worldwide.
- Become an **international logistics expert**, managing the flow of goods and optimising processes in global supply chains.
- Develop as a **global marketing manager**, creating advertising campaigns for international audiences and strengthening brands on world markets.
- Join teams as an **international negotiations specialist**, concluding key agreements with business partners from different countries.
- Work in public institutions as a **foreign trade advisor**, supporting companies in establishing economic relations with international partners.
- Build your career in **e-commerce companies**, managing online sales and analysing customer behaviour across different regions of the world.

Study program

Practical studies

We teach in a way that best prepares you for the real-world challenges you will face in your professional career.

- **Group projects** – real business problems.
- **Simulations** – decisions in market conditions.
- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – experts from the market.

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umo wy 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 Uniwersytetem WSM Merito we Wrocławiu a studentem zawierana jest w formie pisemnej.

- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real-life cases.

Selected major-specific courses

- Foreign Language (German or Spanish)
- Business English
- Specialization Courses
- Internship
- Methodology of Diploma Project
- Diploma Seminar (Project)
- Elective Physical Education
- Learning Techniques
- Occupational Health and Safety
- Information Technology
- Business Ethics
- Psychology in Management
- Fundamentals of Business Management
- Business Law
- Fundamentals of Sociology
- International Finance
- Statistics
- International Economics
- International Trade: History and Policies
- Development Economics
- Marketing
- International Logistics
- World Regions and Cultures
- Intercultural Business Communication
- Risk Management in International Trade
- Entrepreneurship
- International Negotiations

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Selected specialization courses

- E-Commerce in International Markets
- International Business

Foreign language study

Full-time studies:

- 240 hours of learning one foreign language (60 hours per semester, from the 2nd to the 5th semester).

Internships and practical training

Student internships are an important part of the study program. Students of bachelor's and long-cycle master's studies complete 960 hours of internships (24 weeks), gaining professional experience. If you work in a profession related to your field of study, you can have your internship credited based on your employment. During your studies, you also have the opportunity to take a paid internship. Internship programs are designed by cooperating employers, tailoring requirements to specific positions, which helps you take your first professional steps.

Study completion requirements

You create a major project that addresses a practical or theoretical problem related to your field of study. By studying literature and conducting your own analyses, you work on an original problem-solving proposal. Everything you learn during your studies enables you to create a professional project based on real data and actions. To earn your bachelor’s degree, you must defend this project before a committee. You set the direction of your own 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

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Specializations in the International Trade program

E-commerce in International Markets

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International Business

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