WSB MERITO UNIVERSITY POZNAN

Management

BACHELOR'S DEGREE - PROGRAM

Form: Full-time

Study form: Hybrid

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

City: Poznań

What will you learn?

- You will learn **methods of effective international team management**, enabling you to motivate people and achieve common goals within an organisation.
- You will gain the **ability to plan and use marketing tools**, supporting the effective promotion of products and services.
- You will master the methodology of **project management**, which will make it easier for you to carry out important and complex tasks.
- You will learn how to **solve psychosocial problems** in organisations, building a positive team atmosphere.
- You will **understand how financial markets work**, which will allow you to make informed investment decisions.
- You will get to know tools for strategic business analysis, which will support the development of effective growth strategies.

Work opportunities

- You **manage teams in international enterprises**, implementing strategies that increase organisational efficiency.
- You **run projects in marketing departments**, creating promotional campaigns tailored to market needs.
- You **advise on human resource management**, supporting the development of employees' competences.
- You **carry out tasks in the financial sector**, managing budgets and analysing performance results.
- You **develop strategic organisational growth plans**, identifying key goals and the resources needed to achieve them.

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.
- **Modern tools** – up-to-date technologies.

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.

- **Case studies** – analysis of real-life cases.

Selected major-specific courses

- Foreign Language I
- Specialization Courses
- Internship
- Methodology of Diploma Project
- Diploma Seminar (Project)
- Elective Physical Education
- Learning Techniques
- Occupational Health and Safety
- Business Communication
- Fundamentals of Business Management
- Economics
- Business Mathematics
- Information Technology
- Financial Market
- Psychology in Management
- Marketing
- Business Negotiations
- Key Managerial Competencies
- Human Capital Management
- Corporate Branding
- Legal Risks in Business
- Descriptive Statistics and Data Mining
- Project Management
- Business English
- Project Work Methodologies
- Physical Education
- Strategic Business Analysis
- Statistics

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- Managerial Accounting
- Change Management
- Ecology
- Cultural Differences

Selected specialization courses

- Professional internship
- Diploma project methodology
- Diploma seminar (project)
- Physical education (optional)
- Study techniques
- Health and safety regulations
- Social communication
- Fundamentals of management
- Economics
- Application of mathematics in management
- Information technology
- Financial market
- Psychosocial issues in organizations
- Logistics management
- Marketing
- Business negotiations
- Preparation for the labor market
- Human capital management

Foreign language study

Full-time studies:

- 120 hours of a foreign language (60 hours in the 2nd and 3rd semester), 120 hours of Business English (60 hours in the 1st and 2nd semester)

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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

Specializations in the Management program

Entrepreneurship

Form: Full-time • Part-time

Study form: Hybrid

International Business

Form: Full-time • Part-time

Study form: Hybrid

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