WSB MERITO UNIVERSITY POZNAN

International Business

BACHELOR'S DEGREE - SPECIALITY

Form: Full-time • Part-time

Study form: Hybrid

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

City: Poznań

What will you learn?

- You will learn to **effectively manage organisations in an international environment**, adapting strategies to dynamically changing markets.
- You will find out how to conduct **export and import activities**, analysing legal regulations and the mechanisms of international trade.
- You will gain the ability to **create and implement marketing strategies** tailored to the specifics of international markets and cultural differences.
- You will learn how international **political relations affect business activity** and which geopolitical factors must be taken into account when managing a company.
- You will develop analytical and decision-making competences by taking part in **business simulations** that replicate real market processes.
- You will gain an awareness of responsible **business practices**, learning how to combine a company's financial goals with ethics and sustainable development principles.

Work opportunities

- Work as an **international management manager**, responsible for the strategy and operations of companies operating in foreign markets.
- Become an **export and import specialist**, handling logistics and international expansion strategies.
- Develop as a **capital markets analyst**, working in financial institutions and advising on investments.
- Become an **international marketing expert**, designing promotional strategies for global brands.
- Work as an **international relations advisor**, analysing the impact of geopolitics on business operations and foreign investments.
- Attain a position as a **sustainability manager**, implementing responsible business practices and ESG strategies.

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.

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.

- **Lectures with practitioners** – experts from the market.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real-life cases.

Selected major-specific courses

- Fundamentals of Business Management
- Commodity Science and Material Science
- Marketing and Marketing Research
- Metrology and Measurement Systems
- Ergonomics and Human Factors
- Information Technology for Management
- Engineering Statistics
- Engineering Science Laboratory
- Engineering Drawing and Design
- Fundamentals of Logistics
- Mechanics of Materials
- Managerial Accounting
- Project Management
- Fundamentals of Engineering Design
- Systems Engineering and Systems Analysis
- Quality Management
- Corporate Finance
- Process Design

Selected specialization courses

- International Management
- International Strategy and Business Operations
- Developing Managerial Skills
- Export and Import
- Capital Markets: Institutions and Instruments
- Financial Accounting in the International Environment

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- International Marketing
- International Political Relations
- Business Simulation
- International Tax Law
- Responsible Business Practices

Foreign language study

Full-time studies:

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

Part-time studies:

- 64 hours of learning one foreign language in the 2nd and 3rd semester.

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!

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.

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

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	collected all of the required documents. Create an account or log in