WSB MERITO UNIVERSITY POZNAN

Entrepreneurship

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 apply **persuasion and make sound business decisions**, increasing your effectiveness in negotiations and in your daily work as a manager.
- You will find out how to use creativity in business to **generate innovative solutions** and successfully implement them in an organisation.
- You will gain knowledge about **starting and financing a company**, including methods of obtaining capital for developing your own business.
- You will learn to work effectively in a team, **manage a group**, and build good professional relationships.
- You will find out how to **manage innovation effectively** and implement modern technologies in an enterprise.
- You will gain the ability to build **business networks**, enabling you to establish valuable relationships that support career development.

Work opportunities

- Work as an **international business development manager**, supporting companies in expanding into foreign markets.
- Become an **entrepreneur and start your own startup**, using your knowledge of financing, innovation, and networking.
- Develop as an **e-marketing specialist**, responsible for online promotion and sales strategies.
- Become a **business consultant**, supporting entrepreneurs in growth strategy, fundraising, and team management.
- Work as a **mediator or negotiation specialist**, helping resolve conflicts in business environments.
- Obtain a position as an **international operations manager** in global corporations and organisations.

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

- 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

- Shaping Entrepreneurial Mindsets
- International Management
- Persuasion and Decision Making in Business
- Creativity in Business
- Business Startup
- Sources of Financing Own Business
- Teamwork Efficiency

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- Innovation Management
- Building Network of Contacts
- Internationalization of Small and Medium-Sized Enterprises
- E-marketing
- Mediations and Conflict Resolution

Foreign language study

Full-time studies:

- 120 hours of learning one foreign language

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

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