WSB MERITO UNIVERSITY POZNAN

International Business

BACHELOR'S DEGREE - SPECIALITY

Form: Full-time

Study form: Hybrid • Traditional (on-site)

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

City: Poznań

What will you learn?

- You will discover **new business models** – from **B2B and B2C to C2C**, which are key to growth in **e-commerce** and smart international strategy building.
- You will master **global e-commerce** – learning how to run **online sales in foreign markets** and use the potential of global sales platforms.
- **Export at your fingertips** – you will learn how to **enter international markets**, taking into account **customs, taxes, and other regulations** in cross-border trade.
- Your **marketing skills** will grow – you will explore **e-marketing, SEO, and online advertising** to sell effectively and attract customers worldwide.
- You will **gain practical e-commerce know-how** – building **online shops, managing e-commerce platforms**, and automating sales processes.
- You will **use e-business support tools** – learning about **export financing, grants and reliefs, plus CRM and customer management** to develop your online business.

Work opportunities

- **International marketing specialist** – create and run global marketing campaigns, analyse foreign markets, and adapt strategies to local needs.
- **International strategy specialist** – design and implement expansion strategies for foreign markets, spotting new opportunities and reducing risk.
- **Specialist in foreign and economic policy** – analyse and shape international relations, advising on trade and investment between countries.
- **Key international accounts specialist** – build and maintain **relationships with major international business partners**, ensuring their satisfaction.
- **International market analyst** – research **market trends and data across countries** and provide recommendations for entering new markets.
- **International client assistant** – support **foreign customer service**, help solve issues, and ensure a high standard of support.

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

- 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

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- International Negotiations

Selected specialization courses

- Business Communication
- Customer Behaviour
- International Logistics
- International Finance
- International Law
- Corporate Governance.

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	Take the first step – register now!
	Applicants are admitted on a first-come first-

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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

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