WSB MERITO UNIVERSITY POZNAN

E-commerce in International Markets

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?

- **E-commerce Project Manager** – plan and implement online sales strategies, optimising conversion rates and growing the **online store**.
- **Export specialist** – handle international sales, foreign customers, and customs and tax regulations in cross-border trade.
- **E-commerce coordinator** – oversee online sales processes, analyse data, and optimise marketing activities for better performance.
- **Online store manager** – take charge of the e-commerce platform, overseeing the offer, user experience, and sales strategy execution.
- **E-marketing specialist** – create effective campaigns using SEO, SEM, content marketing, and social media.
- **E-commerce analyst** – analyse online customer behaviour, optimise purchase paths, and improve sales strategies based on data and KPIs.

Work opportunities

- You will discover **modern business models** – B2B, B2C, and C2C – and learn how to use them for effective online trade on international markets.
- You will **master e-marketing and online promotion**, gaining skills to build marketing strategies and acquire customers on the internet.
- You will learn how to **export and sell globally**, running international sales while accounting for customs regulations and export strategies.
- You will understand how **e-commerce platforms work**, using tools that support running an online store, sales automation, and customer management.
- You will learn key **data protection rules and legal regulations**, so you can run online operations safely and in line with GDPR and cybersecurity standards.
- You will discover **e-commerce financing options**, learning how to obtain funds for online business development through grants, loans, and public support programmes.

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

- New Forms of Business (B2B, B2C, C2C)
- E-commerce
- Export Marketing of Small and Medium-sized Enterprises
- E-marketing
- Protection of Personal Data in E-commerce
- Sources of Financing Small and Medium-sized Enterprises
- Duties and Taxes in International E-commerce Transactions
- CRM (Customer Relationship Management)
- E-commerce Platforms
- Fundamentals of Website Design

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

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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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