WSB MERITO UNIVERSITY POZNAN

Strategic Management

MASTER'S DEGREE - SPECIALITY

Form: Full-time

Study form: Hybrid

Features: Master's degree • From October • English • 4 semesters

City: Poznań

What will you learn?

- You will learn how to **create and implement business strategies** that ensure an organisation’s long-term success.
- You will find out how to **monitor the implementation of strategy** so that you can continuously adjust it to changing conditions.
- You will master **strategic management through rational decision-making**, which will help you avoid costly mistakes.
- You will gain the ability to **diagnose an organisation’s strategy**, taking into account risk and sustainable development.
- You will learn how to **optimise business processes** so that they support the company’s strategic goals.
- You will acquire knowledge in **business analytics**, which will enable you to forecast market trends.

Work opportunities

- As a **business implementation and support specialist**, you will be responsible for executing strategies in companies.
- You can start your **own business in the technical, production or logistics sector**, managing its growth.
- Working as a **business analyst** will allow you to study trends and support organisations in making strategic decisions.
- As a **project manager**, you will supervise the implementation of projects that are aligned with the company’s strategy.
- Your skills will also be useful in the role of a **chief operating officer**, where you will manage key activities.
- You can develop your career as a **strategist in corporations**, shaping long-term business development plans.

Study program

Practical studies

We teach in a way that prepares you as well as possible for the real challenges you will face in your professional work.

- **Group projects** – real business problems.
- **Simulations** – decisions under 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 cases.

Selected major-specific courses

- Internship
- Methodology of Masters Dissertation
- Diploma Seminar (Masters Dissertation)
- Occupational Health and Safety
- Global Economy
- Concepts of Management
- Strategic Management
- Organizational Behavior
- International Law
- Research Workshops
- Finances for Managers
- Organizational Change and Innovation
- Marketing Strategies
- Leadership
- Business Models
- Process Management
- Managerial Economics
- World Regions and Cultures
- Logic

Selected specialization courses

- Enterprise development strategies
- Change management
- Strategic risk
- Crisis management
- Psychology of decision making

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- Knowledge management in the organization
- Strategic resource management
- Teamwork efficiency
- Project management
- Brand Metrics
- Strategic Financial Decisions

Foreign language study

- The entire programme is conducted in English. After graduating, students will be able to use professional business language.

Internships and practical training

Internships are an important part of the study program. Master's students complete **480 hours of internships throughout their studies**, gaining valuable work experience. If you are employed in a profession relevant to your field of study, you may have your internship credited based on your employment. During your studies, you also have the opportunity for a paid internship. Internship programs are prepared by our partner employers, adapting requirements to specific positions, which makes starting your professional career easier.

This is a program for people

- who have leadership skills and would like to become managers in the future,
- who are interested in the mechanisms of management psychology,
- who are good at organizing and planning,
- who have an analytical mind and do well in science subjects.

How to become a WSB Merito University student

To be eligible for a **second degree (Master's) program**, you must have completed a prior higher education program concluded with the award of a first degree (Bachelor's or equivalent).
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.

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