

# 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.
- **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
- 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**

**Take the first step - register now!**

Applicants are admitted on a first-come first-served basis. If you are to complete your



## 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](#)

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](#)