



Management - International Business

- Program - studia I stopnia

full-time part-time IN OCTOBER Bachelor's English

What are you going to learn by choosing this specialization?

You will learn how to understand consumers and finances on the global market

You will learn to plan and implement marketing strategies for international business operations

You will be able to work in an international environment thanks to your intercultural skills

You will learn how to analyze opportunities and threats for companies

You will learn how to use managerial tools in the decision-making process

Advance from Bachelor's to Master's in the USA with Franklin University

By pursuing a degree in Management at WSB Merito University, you can broaden your academic journey after graduation by studying for a Master's degree in the USA. Through the WSB Merito University & Franklin University program, students have the opportunity to continue their studies in the USA at Franklin University. **This unique program enables participants to graduate with two degrees** - a European credential and an American Master's degree—while significantly reducing tuition and living expenses compared to completing all studies in the U.S.

Explore Diverse Opportunities in Poland and the U.S.

This program is ideal for students pursuing Management degrees at WSB Merito University who want to immerse themselves in culturally diverse environments. We support international students with Franklin University's flexible admission process, which includes assistance with visa documentation and English proficiency requirements, ensuring a smooth transition. With affordable tuition rates and Columbus's thriving job market, we combine academic excellence with practical career opportunities.

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy 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 english_poznan a studentem zawierana jest w formie pisemnej.



[READ MORE ABOUT 3+1 PROGRAM](#)



international
accreditation by the
IACBE



opportunity to acquire
teamwork skills



program delivered in
an international
environment

Career opportunities for you:

Specialist for key accounts

International marketing specialist

Project manager

International strategy specialist

Marketing specialist responsible for brand development in domestic and international markets

Business entrepreneur

Team manager

Examination



What else should you know?

International Business is an interdisciplinary specialization thanks to which you will gain a wide
knowledge from a variety of disciplines

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You will be attending classes and lectures delivered by international faculty