



Management - Entrepreneurship

- 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 to resolve conflict in a professional manner.

You will learn how to develop organizational skills as regards absorption, implementation and dissemination of new technological, marketing and organizational solutions.

You will learn how to assertively overcome stress, motivate, manage emotions, and enhance self-esteem.

What else should you know?

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

You will be attending classes and lectures delivered by international faculty.

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

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.



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.

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

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

Opinion

"When I came to Poznań I only knew three phrases in Polish: 'Hello', 'Good bye', and 'Thank you'. I was afraid of how I would cope with the language and life here. I didn't know anybody. My family was in Russia, far away from me. Yet I was determined to stay and start studies in Poznań. The first months were tough, but it wasn't long before I made new friends. They helped me accommodate, and longing for my family and relatives wasn't at all that terrible."

Karyna Havralova

WSB Merito University student

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.