

WSB Merito University in Poznań

STUDY PROGRAM

for the field of study

International Trade

(English-language track)

First-cycle studies (Bachelor's level)

Mode of study: Full-time | Profile: Practical

Academic Year 2025/2026

I. GENERAL CHARACTERISTICS

Name of study program	International Trade
Level of education	First-cycle studies (Bachelor's level)
Educational profile	Practical
Mode of study	Full-time
Duration of studies (semesters)	6
Total ECTS credits	180
Total contact hours (full-time)	4632
Academic title awarded	Bachelor (Licencjat)
Professional internship (hours)	960
Language of instruction	English
Year of commencement	2025

II. LEARNING OUTCOMES

Symbol	Learning Outcomes
Knowledge	The graduate knows and understands:
HM_I_W01	in an advanced degree: selected issues from political science and administration
HM_I_W02	in an advanced degree: issues from economics and finance
HM_I_W03	selected issues from the humanities
HM_I_W04	selected issues from legal sciences
HM_I_W05	selected issues relating to IT techniques
HM_I_W06	the importance of the state, non-governmental organizations and international agreements for international trade
HM_I_W07	fundamental mechanisms of international trade
HM_I_W08	domestic problems in an international perspective, processes of globalization and regionalization, and theories explaining complex relationships between them
HM_I_W09	in an advanced degree: selected issues from management and quality sciences
HM_I_W10	the role of international organizations, especially in international relations, and mechanisms governing organizations and their relations with society
HM_I_W11	methods and tools for collecting data on international economic phenomena and processes
HM_I_W12	basic principles of creating and developing various forms of entrepreneurship, and basic concepts of industrial property and copyright protection
HM_I_W13	the role of culture in international relations, and the role of major religions and basic philosophical-religious systems in international relations
HM_I_W14	geopolitical conditions of international trade
HM_I_W15	selected key elements of international security

Skills	The graduate is able to:
HM_I_U01	identify and apply legal issues
HM_I_U02	assess the impact of globalization on internal relations
HM_I_U03	take into account the conditions of the environment, especially the international environment, when making business decisions
HM_I_U04	describe and interpret economic phenomena and processes in an advanced manner, and use economic analysis tools to solve economic problems
HM_I_U05	independently acquire and improve professional knowledge and skills throughout life
HM_I_U06	apply selected methods and tools of descriptive statistics, advanced ICT techniques, and analyze statistical data on international trade issues
HM_I_U07	set priorities, plan and organize tasks and take responsibility for their implementation
HM_I_U08	participate in creating projects adhering to legal, economic, ecological, political and social requirements
HM_I_U09	analyze, assess and recommend selected contract terms used in international trade in a way that protects fundamental economic interests
HM_I_U10	select international transport forms appropriate to the contract circumstances
HM_I_U11	analyze and assess risk in international trade, taking into account country and counterparty risk
HM_I_U12	analyze and manage organizational resources taking into account its multiculturalism
HM_I_U13	communicate with mono- and multicultural environments at interpersonal and organizational levels, and participate in debates
HM_I_U14	prepare in written form and present orally a solution to a selected international relations problem in Polish and a foreign language, based on representative data sources
HM_I_U15	use a foreign language, including social science terminology, at B2 CEFR level
HM_I_U16	collaborate in groups in diverse roles
Social Competences	The graduate is ready to:
HM_I_K01	ethical conduct within assigned organizational and social roles, identifying and resolving professional dilemmas, and maintaining professional heritage and traditions
HM_I_K02	adapting to new situations and conditions, acting in an entrepreneurial manner for the social environment, and initiating actions for the public interest
HM_I_K03	formulating opinions on international trade issues and verifying own views in line with current knowledge
HM_I_K04	critical evaluation of possessed knowledge and received content, and recognizing the importance of knowledge in solving problems while consulting experts

III. COURSES AND PROGRAM CONTENT

Course / Group of Courses	Program Content	ECTS	Year	Semester
Business Ethics	Ethics in business — philosophers' contribution. CSR — Corporate Social Responsibility. Matter of communication — advertising, marketing, customer contact.	3	2	3

	Ecology/environment — is sustainable development possible? Healthcare — question of accessibility. B2B — can loan sharks be ethical? Workplace — employees' experiences.			
Psychology in Management	The executive brain: safety control, productivity and creativity. Motivation and loyalty: competence, relatedness, autonomy. Justice and fairness: the brain's moral sense. Heuristics in decision making. Expertise in judgment. The predictive mind. The success mind. Sex differences in leadership style.	4	1	1
Economics	Economics and economy. Tools of economic analysis. Market economy. Macroeconomics. Output and economic fluctuations. The labor market. Money, inflation/deflation. Fiscal and monetary policy. Open economy macroeconomics. Modern economic problems.	5	1	1
Fundamentals of Business Management	Environment of International Business. Globalization of Markets. Cross-cultural Management. Cross-cultural Negotiation and Decision Making. Social Responsibility in International Business. Strategy in the International Firm. Marketing in the Global Context. Global HRM.	5	1	1
Business Law	The concept of law. Legal system. Branches of law. Sources of law. Language of the law. Legal entities. Basic civil law concepts. Property. Contract law. Contracts in business. Security of receivables. Companies. Civil proceedings. Intellectual property.	4	1	1
Fundamentals of Sociology	What sociology is. Culture, symbols and communication. Socialization. Groups and inner structures. Stratification. Methods and techniques of sociological research.	3	1	1
International Finance	Subject of finance. Financial system and its functions. Time value of money. Financial markets. Debt instruments. Exchange trading. Equity instruments. Derivatives. Rates of return. Risk and return. Portfolio diversification. Company on financial markets. Investment appraisal. Banking system.	5	1	2
Statistics	Basics of Statistics. Methods of elaborating and displaying data. Measures of central tendency and variability. Sampling. Confidence intervals. Hypothesis testing. Regression and correlation. Time series. Forecasting.	4	1	2
International Economics	How to measure welfare. Trade and Development. International trade theories. Trade protectionism and policy instruments. WTO and trade liberalization. Currency regimes and exchange rates. Regional Integration. Eurozone. Developing countries. Foreign direct investments.	5	1	2
Development Economics	Introduction to Development Economics. Sources of economic development. Role of the state. Political economy of trade policy. International accounts and balance of payments. Postwar International Economic Regime. Neoliberal counterrevolution. Economic relations after 1989. Rise of China and East Asia. International financial crises. New populism. Social problems: poverty and climate crisis.	4	1	2
Marketing	Organization environment. Marketing information system. Essence and marketing instruments. Buyer behavior. Product in marketing terms. Prices. Distribution. Promotion.	4	2	3

International Logistics	IT systems in global logistics. International logistics intermediaries. International logistics trends — eSupply chain, Supply chain 4.0, Logistics 4.0. Covid-19 and supply chains. Logistics strategies. Global sourcing.	4	2	3
World Regions and Cultures	World religions. Globalization and regionalization. Huntington's Clash of Civilizations. Bauman's Liquid Modernity. Mass media and Internet. Women's rights.	3	2	3
International Trade Law	The concept of contract. Principles of contract law. Rules of editing contracts. Basic types of contracts in international trade: sales, service, lease, forwarding contracts. International private law. Dispute settlement. ADR in international trade.	3	2	4
Intercultural Business Communication	Introduction to Culture. Cultural characteristics. Hofstede's 6 cultural dimensions. Cultural differences in practice. Intercultural verbal and nonverbal communication. Intercultural leadership. Business etiquette. Culture Shock. Intercultural business negotiation.	3	2	4
Foreign Trade Transactions	Forms and phases of goods and services exchange on international markets. Principal elements and techniques. Preparation for concluding a transaction. International agreements and INCOTERMS 2010. Payment terms. Contractual penalties. Characteristic of cooperation with units responsible for individual transaction cycles. Practical exercises.	3	2	4
Entrepreneurship	Concept and essence of entrepreneurship. Entrepreneurial competence. Market-focused creativity. Business ideas. Building strategic advantage. Sources of capital. Business plan. Intellectual capital. Employee entrepreneurship.	3	3	6
International Negotiations	Basic skills: deferring from bargaining over positions, separating people from problem, focusing on interests, inventing options, using objective criteria, developing BATNA. Fundamental East-West differences. Corporate culture in negotiation. 3D negotiations. Deal design. Tactics — anchoring effect. Role of emotions.	3	3	5
World Economics and Politics	Sources of changes in the contemporary world economy. Influence of political factors on international transfer of goods, services, capital and labor. Processes: globalization, regional integration, market transformation. Characterization of global economy centers (USA, EU, Japan, China, Russia). Global problems. Effects of COVID-19 on international relations.	2	6	3
Ecology	Business and the natural environment. Pressure of business activities. Ecosystem services. Externalities and their internalization. Ecological policy and instruments. Nature conservation. Sustainable development. Natural resources. Assessment of environmental impact.	2	3	6
Foreign Languages	Business English (compulsory): Personal information. Society and Family. Health and nutrition. Media. Science and education. Work and economy. Natural environment. World affairs. Sport and Recreation. Entertainment. Technological and social trends. Shopping. Transport. Correspondence. German or Spanish (elective): same topics as above.	3-4	1, 2	1, 2, 3, 4
Project Work Methodologies	Study techniques. Creating presentations. Public speaking and self-presentation. Teamwork. Writing skills. Project method work. Design Thinking. Project methodology.	1-2	1, 2	1, 2, 3, 4

Information Technology	Introduction to IT tools. Text editors. Spreadsheets. Delphi cost approximation. Functions in spreadsheets. Advanced calculations. Data importing and XML. Generating charts and statistics. Databases and data warehouses. Creating presentations.			
Specialization Courses	International Business: International Management; Foreign Trade Transactions; International Tax Law; Capital Markets: Institutions and Instruments; International Accounting Standards; International Marketing; International Strategy and Business Operations; International Business Negotiations. E-commerce in International Markets: New business models (B2B, B2C, C2C); E-commerce; Export marketing for SMEs; E-marketing; Personal data protection in e-commerce; Financing of SMEs; Customs and tariffs in international e-commerce; CRM; E-commerce platforms; Fundamentals of web design.	3-5	2, 3	4, 5, 6

IV. STUDY PROGRAM

Specializations for the 2025/26 cohort:

- International Business
- E-commerce in International Markets

A) ASSIGNMENT TO SCIENTIFIC DISCIPLINES

No.	Scientific Discipline	% ECTS
1	Economics and Finance — leading discipline	74%
2	Political Science and Administration	13%
3	Management and Quality Sciences	13%

B) BASIC ECTS INDICATORS

Indicator Name	ECTS Credits
Total ECTS for direct instruction (full-time)	92.3
Total ECTS for practical skills courses	111
Total ECTS for humanities/social sciences courses	14
Total ECTS for elective courses	84
Total ECTS for professional internships	36

C) PROFESSIONAL INTERNSHIPS

The scope of internships for students commencing in 2025/26 is 960 hours (36 ECTS). Internships may be completed in: accounting, economics, commercial, customer service, financial settlements with foreign entities, treasury, management board office, organization and management, and development departments. Students may independently select their internship host or choose from the university's partner company catalogue.

Obligatory modules:

- Legal basis and object of activity of the entity
- Entity organization
- Organizational documentation of the entity
- Relations with the international environment

Elective modules:

- Organization of foreign trade; Foreign trade transactions; Foreign trade documents; Settlements in foreign trade; Customs procedure
- Recording of economic events; Sale of products and services; Marketing activity; Social relations and promotional activity; EU funds; EU law

D) METHODS OF VERIFYING LEARNING OUTCOMES

Verification of knowledge outcomes:

- Interactive quiz on Moodle platform (test and descriptive questions)
- Written test (test and descriptive questions)
- Written exam (test and descriptive questions)
- Oral test
- Mid-semester assessments
- Individual or group preparation of a topic
- Individual written work in the form of an essay or paper
- Case study analysis
- Report
- Thesis (theoretical part with bibliography)

Verification of skills outcomes:

- Project
- Activity during classes understood as engagement in group work
- Practical tasks performed individually or in teams
- Simulations during classes
- Written test (problem-based questions)
- Written exam (problem-based questions)
- Thesis (practical part – survey research, data analysis, conclusions, recommendations)

Verification of social competences outcomes:

- Moderated discussion or debate conducted during classes
- Participation in classes understood as active conversation with the instructor
- Presentation of a topic or project to the group, defense of the project
- Peer feedback

A key element of the learning outcomes measurement system is the diploma project produced during the diploma seminar and its defense. Based on students' three-semester participation in the seminar and completion of the diploma project according to university standards, its evaluation by the supervisor and reviewer, and its defense,

a broad spectrum of outcomes is measured. The diploma project at first-cycle level is prepared by students in teams and contains a concept for solving a practical or theoretical problem in the field of study. The Thesis Quality Committee reviews diploma project topics for compliance with the field of study. The general principles of the graduation process are set out in the Study Regulations; the detailed procedure for sitting the diploma examination is published on the Extranet/Intranet in advance.

E) STUDY PLAN

The detailed study plan (timetable) is available in the official university documentation. It includes the schedule of all courses, contact hours, ECTS credits, and assessment methods for each specialization across all semesters of the program.