

WSB Merito University in Poznań

Faculty of Finance and Banking

STUDY PROGRAM

for the field of study

Management

(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	Management
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	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:
Z_I_W01	in an advanced degree: connections between knowledge of enterprise and public sector organizations functioning and other sciences relevant to the study program
Z_I_W02	key principles and tools for an organization's market communication
Z_I_W03	fundamental principles and key concepts of enterprise theory regarding the creation, functioning, transformation and development of economic organizations
Z_I_W04	in an advanced degree: relations between economic entities and other social institutions forming their environment at national and international level
Z_I_W05	functional areas of an enterprise and relations between them
Z_I_W06	organizational roles and behavior, including interpersonal relations, group processes, ways of preventing stress and burnout, and pathological phenomena in the workplace
Z_I_W07	roles and functions of the management process
Z_I_W08	basic issues of finance in relation to enterprise functioning
Z_I_W09	basic principles of creating and developing various forms of entrepreneurship, and identifies conditions of entrepreneurship
Z_I_W10	fundamental functions of leading people in the context of organization type and scope of its activity
Z_I_W11	the concept of organizational culture and illustrates its impact on the effectiveness of team and individual activity
Z_I_W12	standard quantitative methods supporting decision-making processes
Z_I_W13	typical methods of designing and conducting research in specific areas of enterprise activity (e.g. market research, financial analysis, quality level analysis)

Z_I_W14	basic legal provisions governing the functioning of economic entities
Z_I_W15	the importance of norms and standards in specific areas of organizational activity (e.g. accounting standards, work norms, quality systems and norms)
Z_I_W16	the role and importance of organizational structures and structural dimensions
Z_I_W17	basic achievements of management psychology and organizational sociology and their reference to management problems
Z_I_W18	fundamental dilemmas and the role of leadership in an organization
Z_I_W19	basic principles, methods and techniques of negotiation and can distinguish between them
Z_I_W20	basic concepts and principles and the importance of intellectual property (industrial property and copyright)
Skills	The graduate is able to:
Z_I_U01	use possessed advanced knowledge and skills to conduct business activity
Z_I_U02	interpret information sources and analyze and synthesize them based on observation and assessment of organizational phenomena and processes
Z_I_U03	use knowledge of finance in relation to enterprise functioning
Z_I_U04	use acquired knowledge in evaluating methods, techniques and tools for managing an organization
Z_I_U05	use possessed knowledge in determining the dynamics of organizational development
Z_I_U06	define criteria and performance measurement indicators for an organization
Z_I_U07	participate in operational and tactical decision-making processes and evaluate proposed solutions
Z_I_U08	apply appropriate analytical methods and tools, and IT systems supporting decision-making processes
Z_I_U09	in an advanced degree: use norms and standards in the process of managing an organization
Z_I_U10	use legal provisions and standardized systems of the enterprise (accounting, OHS etc.) to justify specific organizational actions
Z_I_U11	use acquired knowledge in selecting change management methods for an organization
Z_I_U12	use project management methods in an organization
Z_I_U13	apply basic IT tools supporting the manager's work
Z_I_U14	use information technologies to collect, process and analyze data
Z_I_U15	manage own time and team's time
Z_I_U16	interpret people's behavior in an organization and influence it
Z_I_U17	use acquired knowledge in the effective management of organizational resources at operational and tactical level
Z_I_U18	present acquired knowledge and skills verbally and in writing, using IT tools
Z_I_U19	communicate with mono- and multicultural environments and convey knowledge using various information media (in Polish and a foreign language)
Z_I_U20	use acquired knowledge during debates, negotiations and mediations, with effective use of interpersonal communication in mono- and multicultural environments

Z_I_U21	use a foreign language, including in the field of economics, at B2 CEFR level
Z_I_U22	use possessed knowledge in interpreting research results
Z_I_U23	collaborate in teams in various roles and anticipate organizational behavior, taking into account interpersonal relations, group processes, and prevention of stress and burnout
Z_I_U24	set priorities, plan and organize tasks and take responsibility for their implementation
Z_I_U25	participate in building projects adhering to legal, economic, ecological, political and social requirements
Z_I_U26	independently learn, acquire and expand professional knowledge and skills throughout life, and incorporate new ideas into activities
Social Competences	The graduate is ready to:
Z_I_K01	acquiring knowledge and improving interpersonal and professional skills throughout life, thinking and acting in an entrepreneurial manner, and initiating actions for the public interest
Z_I_K02	acting in accordance with ethical principles (including professional ethics) and perceiving and resolving associated dilemmas within assigned organizational and social roles
Z_I_K03	taking responsibility for assigned tasks related to leading people, organizing and planning individual and team work
Z_I_K04	critically evaluating possessed knowledge and seeking answers to pressing questions

III. COURSES AND PROGRAM CONTENT

Course / Group of Courses	Program Content	ECTS	Year	Semester
Fundamentals of Management	Concept and functions of management. Management process. Organizational structures. Human Resource Management. Leadership and motivation. Organizational change. Strategic management basics.	5	1	1
English for Business	Business communication. Presentations. Negotiations. Meetings. Written business communication. Professional vocabulary in management and economics.	6 (3 per semester)	1	1, 2
Foreign Language (German or Spanish)	Personal information. Society and Family. Health and nutrition. Media. Science and education. Work and economy. Natural environment. World affairs. Sport and Recreation. Entertainment. Shopping. Transport. Correspondence.	8 (4 per semester)	2	3, 4
Organizational Behavior	Individual behavior in organizations. Group dynamics. Motivation theories. Leadership and power. Organizational culture. Conflict and negotiation. Organizational change and development.			
Project Work Methodologies	Study techniques. Creating presentations. Public speaking. Teamwork. Writing skills. Project method work. Design Thinking. Project methodology.	7 (2 per semester)	1, 2	1, 2, 3

Statistics	Basics of Statistics. Methods of elaborating and displaying data. Measures of central tendency and variability. Sampling. Hypothesis testing. Regression. Time series. Forecasting.	4	2	3
Project Management	Introduction to project management. Project life cycle. Environmental analysis. Scope management. SWOT analysis. Time management (Gantt, network diagram). Cost, quality and risk management. IT support for projects. Project management methodologies.	3	2	4
Corporate Finance	Introduction to corporate finance. Financial statement analysis. Cash flow and time value of money. Capital structure and dividend policy. Cost of capital. Working capital management. Long-term financial planning. Investment policy — return and risk. Corporate value estimation.	4	3	5
Public Speaking	Basic notions of public speaking. Ethics of speaking and managing speech anxiety. Speech preparation: selecting a topic, analyzing the audience, gathering materials, speech structure. Speech presentation: verbal and nonverbal communication. Methods of persuasion. Rhetorical devices.	2	2	4
Business Ethics	Introduction to Business Ethics. CSR and Sustainable Development. Business ethics in functional areas. Respecting human rights and intellectual property. Implementing ethics at levels of employees, finance, environment, sales and marketing. Ethical business practices and PR.	3	2	3
Managerial Accounting	Characteristics of Managerial Accounting. Role in management. Planning, directing and controlling. Strategic and operational planning. Costs. Cost Behavior Analysis. CVP Concept. Break-Even Point. Sensitivity Analysis. Short-Term Decision-Making. Theory of Constraints. Contemporary Cost Accounting Concepts.	3	2	4
Change Management	Organization in the face of changes. Definition and elements of change management. External and internal factors. Strategy of organizational changes. Models of change management. Preparation, conducting and implementation of changes. Leadership in change. Communication. Motivation. Control and evaluation.	4	2	3
Marketing Research	Essence of Marketing Research. Research problems. Sources of information. Population and sample. Survey questionnaire. Research schedule and cost estimate. Research results.	3	2	4
Ecology	Business and the natural environment. Ecosystem services. Externalities and their internalization. Ecological policy. Nature conservation. Economic instruments. Sustainable development. Natural resources. Environmental impact assessment.	2	3	6
Cultural Differences	Culture — definition and dimensions. Cultural differences in communication. Barriers in	2	1	1

	multicultural communication. Multicultural business communication. Characteristics of chosen cultures in business context.			
Specialization Courses	Entrepreneurship: Ways of shaping entrepreneurial mindsets; Principles of international management; Decision making in business; Stimulating creativity; Business startups; Sources of financing; Improving teamwork; Innovations; Modes of internationalization; Freelancing; Managing conflicts. International Business: Principles and challenges of international management; Managerial competencies development; International trade transactions; Key international trade regulations; International marketing instruments; International dimension of corporate strategy; International business negotiations; International accounting standards; Corporate social responsibility.	3-5	3, 4	4, 5, 6

IV. STUDY PROGRAM

Specializations for the 2025/26 cohort:

- International Business
- Entrepreneurship

A) ASSIGNMENT TO SCIENTIFIC DISCIPLINES

No.	Scientific Discipline	% ECTS
1	Management and Quality Sciences — leading discipline	86%
2	Economics and Finance	14%

B) BASIC ECTS INDICATORS

Indicator Name	ECTS Credits
Total ECTS for direct instruction (full-time)	96.5
Total ECTS for practical skills courses	123.6
Total ECTS for humanities/social sciences courses	5
Total ECTS for elective courses	86
Total ECTS for professional internships	36

C) PROFESSIONAL INTERNSHIPS

The scope of internships for students commencing in 2025/26 is 960 hours (36 ECTS). Students may independently select their internship host or choose from the university's partner company catalogue.

Obligatory modules:

- Law regulations and main domain of the organization
- Organization of a company organizational structure
- Documentation
- Infrastructure (production, logistics, ICT)

Elective modules:

- Management system; HR management system; Staff selection; Motivational system and trainings; Quality Management System (QMS)
- Organization of marketing activities; Sales stimulation; Sales department; Pricing policies
- International trade activities; Main forms of international trade and payment forms
- Logistics system; IT system; IT resources management
- Real estate agency; Real estate pricing; Responsibilities of real estate manager

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.