



Management - International Business

- Program - studia I stopnia

full-time IN OCTOBER Bachelor's English

What do you gain by studying International Business at WSB Merito University?

The study program offers a plethora of opportunities for practical implementation of the obtained knowledge. In the course of your study, you will address and analyze genuine management issues, resolve real executive projects, and discuss actual case studies.

You will take part in study visits organized for students in various renowned organizations.

You will be able to obtain additional business certificates, such as ECDL (including ECDL Project Planning); IPMA Student; internal auditor for the health and safety requirements; TransEdu or ELSE.Edu management systems.

You will complete classes using dedicated software (such as GRETl, Sage HR and payroll services, decision/manager games).

The classes on opening and managing your own business that will prepare you for being an independent entrepreneur.

You will have a chance to become a member of Manager Student Research Club.

You will be able to participate in international student exchange programs (Erasmus).

The Faculty of Management has been awarded by the State Accreditation Committee in several categories, including cooperation with the social, economic or cultural environment in the education process.

What will you learn in the course of your studies?

Recognize, diagnose, and solve problems of managing human, material and financial resources.

Make the right decisions in the area of the organization's activities.

Use marketing instruments and tools.

Create the brand of the product and enterprise.

What will you learn by selecting this Specialization?

You will gain a better understanding of the consumers and the finances in the transnational market.

You will become familiar with the logistics and legal service of the supply chains and transactions in

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_torun a studentem zawierana jest w formie pisemnej.



international trading.

You will master the use of Business English.

You will learn how to keep documentation and correspondence in English.

You will learn the rules of communication in a multicultural environment.

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.

[READ MORE ABOUT THE PROGRAM](#)



A profession desired on
the labour market



Acquiring team skills



The possibility of
obtaining numerous
certificates

Key program features

The study program includes Major subjects carried out by all students, as well as all Specialization subjects, tailored individually to the field that you will choose.

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Business and Presentation Graphics
Career Management and Communication in Business
Intellectual and Industrial Property Rights Protection
Marketing and Public Relations
Organization and Management Methods
Communication Skills in Business
Business Communication
International Logistics
International Finance
International Law