

# Management

BACHELOR'S DEGREE - PROGRAM

**Form:** Full-time

**Study form:** Hybrid • Traditional (on-site)

**Features:** Bachelor's degree • From October • English • 6 semesters

**City:** Warszawa



## What will you learn?

- You will learn to **run a business while taking market specifics into account**, which will help you make effective strategic decisions.
- You will master **analysing market data and professionally managing a team**, which will make it easier for you to handle complex projects.
- You will become familiar with **direct and online sales techniques**, which will enhance your skills in acquiring customers.
- You will learn to **create professional projects and organize strategic activities**, which will contribute to more effective company management.
- You will develop the skills of **building the brand of a product and an enterprise**, which will allow you to operate more effectively in the field of marketing.
- You will learn about the **practical aspects of cooperation with international organizations**, thanks to which you will gain global professional experience.

## Work opportunities

- You will find employment as a **project manager**, managing teams and implementing strategic projects.
- You can become a **marketing specialist**, responsible for promotional campaigns and building the company's image.
- Work as a **sales coordinator**, managing customer relationships and executing sales plans.
- You will be employed as a **market analysis specialist**, analyzing trends and recommending business actions.
- You will develop your career as a **strategic advisor**, supporting companies in making key business decisions.
- You will find a place in **international corporations as a management consultant**, supporting organizational development in global markets.

## Study program

### Practical studies

We teach in a way that prepares you as well as possible for the real challenges you will encounter in your professional work.

- **Group projects** - real business problems.
- **Simulations** - decisions in market conditions.



- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – experts from the market.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real cases.

## **Selected major-specific courses**

- Basics of law
- Basics of economics
- Communication
- Project work
- Strategic management
- Market analysis
- Internet marketing
- Team management
- Brand strategy development
- Logistics and supply chain management
- Basics of finance
- Negotiations and mediations

## **Selected specialization courses**

- Project methodologies
- Project and schedule change management
- Sales department management
- Advertising and consumer psychology
- Brand management
- E-commerce
- Legal basics for the sales manager
- Motivating sales staff
- Monitoring, control and evaluation of company sales



## Foreign language study

### In full-time studies:

- 120 hours of foreign language learning (30 hours per semester) from the 1st to the 4th semester.

#### Form of delivery:

all classes are conducted in-person with a language teacher.

### In part-time studies:

- 120 hours of foreign language learning (30 hours per semester) from the 1st to the 4th semester.

#### Form of delivery:

- 16 hours of classroom lessons with a language teacher (on-campus sessions)
- 14 hours delivered in an e-learning format

**Languages to choose from:** English, German, Spanish.

## Internships and practical training

Student internships are an important part of the study program. Students of bachelor's and long-cycle master's studies complete 960 hours of internships (24 weeks), gaining professional experience. If you work in a profession related to your field of study, you can have your internship credited based on your employment. During your studies, you also have the opportunity to take a paid internship. Internship programs are designed by cooperating employers, tailoring requirements to specific positions, which helps you take your first professional steps.

## Study completion requirements

You create a major project that addresses a practical or theoretical problem related to your field of study. By studying literature and conducting your own analyses, you work on an original problem-solving proposal. Everything you learn during your studies enables you to create a professional project based on real data and actions. To earn your bachelor's degree, you must defend this project before a committee. You set the direction of your own project!

## Programme partners



# M



## How to become a WSB Merito University student

You can enroll in a **first degree (e.g. Bachelor's or Engineer's) program** if you have successfully completed your secondary education and have a secondary school-leaving certificate.

[Learn more](#)

## Take the first step - register now!

Applicants are admitted on a first-come first-served basis. If you are to complete your secondary education this year, or you are studying for your first degree but have not yet earned it, **you can secure a place with us by signing up online.** Your educational service contract can be drawn up later as you have collected all of the required documents. [Create an account or log in](#)

## Specializations in the Management program

Marketing and Sales

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Project Management

**Form:** Full-time

**Study form:** Hybrid • Traditional (on-site)

Global and Sustainable Business Management

**Form:** Full-time

**Study form:** Hybrid • Traditional (on-site)

## **Journey through Project Management at WSB Merito University in Warsaw**

The WSB Merito University in Warsaw is more than just textbooks – it's practical experiences imparted by professors actively involved in their fields. This unique approach not only boosts students' confidence but also lays a solid foundation for effective project management, as experienced by our student, Bemmet.

**Bemmet Araya**