

Economics

MASTER'S DEGREE - PROGRAM

Form: Full-time

Study form: Hybrid • Traditional (on-site)

Features: Master's degree • From October • English • 4 semesters

City: Warszawa



What will you learn?

- You will understand **economic mechanisms** at both national and global levels, enabling you to make sound decisions in a dynamic business environment.
- You will master the skills of analysing **economic data** at the micro and macro level and learn to identify risks related to business activity.
- You will gain knowledge of **modern IT tools** that streamline management processes in business and finance.
- You will learn how to operate on the **European single market**, which will open up opportunities to work in an international environment.
- You will take part in practical projects and study visits to business partners, enriching your theoretical knowledge with hands-on experience.
- You will develop interpersonal and teamwork skills, preparing you to work effectively in diverse business structures.

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** - market experts.
- **Modern tools** - up-to-date technologies.
- **Case studies** - analysis of real cases.

Selected major-specific courses

- Analysis of marketing trends
- Content marketing and storytelling
- E-commerce
- Creativity in sales - design thinking



- Mobile marketing
- Relationship marketing CRM and automation
- Merchandising
- Customer service – building relationships
- Planning and execution of an advertising campaign
- Strategic planning in an organisation
- Corporate social responsibility
- Brand communication strategies and brand management
- Structures and strategies in trade
- Consumer decision-making management
- Innovation management

Selected specialization courses

- Circular economy
- Socially responsible business; legal social and environmental conditions
- Values-based leadership
- Sources of financing for green transformation in business
- Ethics of sustainable development; social partnership
- Energy transition pathways
- International economics; international economic law; transnational corporations
- International trade
- Negotiations in international business
- International and intercultural management
- Transport, forwarding and logistics in international business
- Economic globalisation
- International economics
- Manager in a modern enterprise
- Financial management for managers; advanced microeconomics



Foreign language study

In full-time studies:

- 60 hours of foreign language learning (30 hours per semester) over 2 semesters.

Form of delivery:

All classes are conducted on campus with a language teacher.

In part-time studies:

- 60 hours of foreign language learning (30 hours per semester) over 2 semesters.

Form of delivery:

- 16 hours of classes in a classroom with a language teacher (weekend sessions)
- 14 hours delivered in an e-learning format

Languages to choose from: English, German, Spanish.

Internships and practical training

Internships are an important part of the study program. Master's students complete **480 hours of internships throughout their studies**, gaining valuable work experience. If you are employed in a profession relevant to your field of study, you may have your internship credited based on your employment. During your studies, you also have the opportunity for a paid internship. Internship programs are prepared by our partner employers, adapting requirements to specific positions, which makes starting your professional career easier.

Study completion requirements

Master's degree studies conclude with the **preparation and defense of a master's thesis**. During the course of study, passing individual subjects is based on projects, presentations, written or oral exams. The entire program is practical and focused on developing professional competencies.



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How to become a WSB Merito University student

To be eligible for a **second degree (Master's) program**, you must have completed a prior higher education program concluded with the award of a first degree (Bachelor's or equivalent).

[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 Economics program

Economics of Sustainable Development

Form: Full-time

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International Business

Form: Part-time

Study form: Hybrid • Traditional (on-site)

Managerial Economics

Form: Full-time



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