WSB MERITO UNIVERSITY WARSAW

Management

MASTER'S DEGREE - PROGRAM

Form: Full-time

Study form: Hybrid • Traditional (on-site)

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

City: Warszawa

What will you learn?

- You will learn the principles of how a **company's organisation** functions and how to make sound management decisions in a dynamic business environment.
- You will master the art of managing **human, financial and information resources**, increasing your potential as a leader across various industries.
- You will learn to create and implement **marketing strategies** that help your organisation achieve its business objectives.
- You will learn techniques of **project management and product life cycle management**, enabling you to coordinate processes in a company effectively.
- You will develop practical skills through **case studies, workshops, and business games** that reflect real managerial challenges.
- You will obtain a prestigious **IPMA-Student certificate**, confirming your project management competences and increasing your attractiveness on the job market.

Work opportunities

- You work as a **project manager**, coordinating activities in domestic and international companies.
- You are employed in **human resources management** departments, supporting the development of employees and organisations.
- You work as a business analyst, helping companies **optimise processes** and make strategic decisions.
- You work as a **consultant in advisory firms**, supporting clients in **change management and strategy**.
- You work in the public sector, implementing projects related to **administrative modernisation** and local development.
- You specialise in innovation management, supporting the **development of new products and services** in organisations.

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.

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umo wy 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 Uniwersytetem WSM Merito we Wrocławiu a studentem zawierana jest w formie pisemnej.

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

Selected major-specific courses

- Market and competition analysis
- Human resources management
- Psychology in management
- Marketing strategies
- Project management
- Business negotiations
- Public relations
- Sales techniques
- Business innovations
- Change management
- Logistics in management
- Strategic planning
- Business law
- Risk management

Selected specialization courses

- E-commerce project management
- Marketing and PR in e-business
- Negotiation skills
- Leadership in organisations
- Business development in the age of AI
- Business data analysis
- Consumer behaviour
- Decision-making under risk
- Project performance evaluation
- Human capital management

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umo wy 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 Uniwersytetem WSM Merito we Wrocławiu a studentem zawierana jest w formie pisemnej.

- Identifying development needs
- Diploma seminar

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.

Programme partners



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 Management program

Marketing & Sales

Form: Full-time

Study form: Hybrid • Traditional (on-site)

Digital Marketing

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umo wy 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 Uniwersytetem WSM Merito we Wrocławiu a studentem zawierana jest w formie pisemnej.

Form: Full-time

Study form: Hybrid • Traditional (on-site)

E-business

Form: Full-time

Study form: Hybrid

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umo wy 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 Uniwersytetem WSM Merito we Wrocławiu a studentem zawierana jest w formie pisemnej.