WSB MERITO UNIVERSITY WARSAW

Sales in an Innovative Enterprise

MASTER'S DEGREE - SPECIALITY

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 develop analytical skills and **manage the value of commercial ventures**, supporting business decisions.
- You will learn how to effectively use **psychology in customer relations** to build lasting business relationships.
- You will learn to implement **CRM systems** and logistics solutions that streamline customer service.
- You will master methods of **customer experience management** and managing sales teams in modern companies.
- You will become familiar with techniques for **business data exploration** and their use in market analyses.
- You will learn modern tools such as **design thinking and advanced e-commerce**, tailored to innovative enterprises.

Work opportunities

- You hold the position of a **head of sales department** in manufacturing, service, or trading companies.
- You work as a **specialist in creative agencies**, cooperating with the innovative technology sector.
- You run your own online store, using your knowledge of **advanced e-commerce**.
- You become a **sales team manager**, overseeing sales activities in large enterprises.
- You serve as a **sales consultant**, helping companies optimize their sales processes.
- You work in **customer service and CRM** departments, increasing customer satisfaction and loyalty.

Study program

Practical studies

We teach in a way that best prepares you for the real-world challenges you will face in your professional career.

- **Group projects** – real business problems.
- **Simulations** – decisions in market conditions.
- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – experts from the market.

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.

- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real-life cases.

Selected major-specific courses

- Business models
- Marketing strategies
- B2B marketing and sales
- Finance and accounting in service and trading enterprises
- Semester project
- Modern brand management
- Social marketing
- Business intelligence
- Modern advertising techniques
- Forecasting in marketing and sales
- Proseminar
- Introduction to the specialisation
- Professional internship

Selected specialization courses

- Valuation and management of the value of commercial ventures
- Product design
- Business data exploration
- Advanced e-commerce
- Customer buying behaviour
- CRM systems and logistics customer service
- Sales team management
- Diploma seminar

Foreign language study

Full-time studies:

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

Form of delivery:
All classes are conducted on site with a language instructor.

Part-time studies:

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

Form of delivery:

- 16 hours of classroom sessions with a language instructor (during on-campus meetings)
- 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

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