WSB MERITO UNIVERSITY WARSAW

E-business

MASTER'S DEGREE - SPECIALITY

Form: Full-time

Study form: Hybrid

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

City: Warszawa

What will you learn?

- You will learn the principles of **creating and managing e-businesses** in the digital economy, supporting the growth of online enterprises.
- You will understand how to **analyze customer needs online**, tailoring offers to their expectations.
- You will learn to develop and implement **online sales strategies** to compete effectively in the global market.
- You will master the ability to carry out **business projects using the internet**, increasing their effectiveness.
- You will learn how to effectively use **information technologies in e-commerce** to build a competitive advantage.
- You will gain competencies in **creating a brand online** and managing its image on digital platforms.

Work opportunities

- You become an **entrepreneur**, running your own business in the online space.
- You work as an **online sales specialist**, boosting companies' sales performance.
- You are employed as an **e-business consultant**, helping companies optimize their online operations.
- You work as a **e-marketing specialist**, designing and running online promotional campaigns.
- You hold the position of a **brand promoter**, taking care of companies' image and visibility on the web.
- You work for **online portals**, managing their content and increasing user engagement.

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** – decision-making in market conditions.
- **Internships and placements** – experience in companies.
- **Lectures with practitioners** – experts from the industry.
- **Modern tools** – up-to-date technologies.

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.

- **Case studies** – analysis of real-life cases.

Selected major-specific courses

- Management concepts
- Psychology of management
- Quantitative methods in management
- Marketing strategies
- Process management
- Management accounting
- Business law
- Strategic management
- World economy
- Semester project
- Proseminar
- Introduction to the specialisation
- Professional internship

Selected specialization courses

- Data analysis in e-business
- Law and e-business
- Running a business online
- Security of online business operations
- Marketing in e-business
- E-services

Foreign language study

Full-time studies:

- 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:

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

Form of delivery:

- 16 hours of in-class 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



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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

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