WSB MERITO UNIVERSITY WROCLAW

Management

BACHELOR'S DEGREE - PROGRAM

Form: Full-time

Study form: Traditional (on-site)

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

City: Wrocław

What will you learn?

- You will learn to **manage international projects**, gaining practical skills in planning and executing tasks in a global environment
- You will learn the **principles of intercultural communication**, enabling you to collaborate effectively in international teams
- You will gain **knowledge in financial and human resource management**, which is essential in any business organization
- You will learn to **solve real business problems** by working on case studies and participating in management games
- You will master **business English**, including vocabulary related to marketing, finance, and management
- You will learn the **principles of international market operations**, preparing you to work in a global business environment

Work opportunities

- Work as an **international project manager**, managing teams and projects in global companies
- Become an **HR specialist**, developing personnel policies in international organizations
- Work in a department as a **global marketing specialist**, creating promotional strategies for foreign markets
- Develop as a **business analyst**, supporting strategic decision-making in enterprises
- Become a **management consultant**, helping companies optimize their business processes
- Run your own business as a **consulting firm owner**, offering advisory services in management and strategy

Study program

Practical studies

We teach in a way that best prepares you for the real 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 market.
- **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.

Selected major-specific courses

- Accounting and Financial documentation
- Challenges and expectations of the labor market
- Economic and Financial Analysis
- Management Instruments
- Market research and analysis
- Marketing Instruments
- Organisational Behaviour
- Project Management
- Quantitative methods in management
- Small Business Management
- Statistical Data Analysis
- Strategic Game "Jarmark-Europa"

Selected specialization courses

- Banking
- Coaching in Business
- Corporate Social Responsibility
- Customer Relationship Management
- E-Marketing
- Global Economy
- Globalisation Process
- Hospitality Management
- Human Resource Management
- Intercultural Competences in Business
- Modern Information Management
- Public Relations
- Quality Management
- Supply Chain Management
- Tourism Business Development

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Foreign language study

For full-time studies:

- 240 hours of learning one foreign language (60 hours per semester, from the 1st to the 4th semester).

For part-time studies:

- 80 hours of learning one foreign language in the 2nd and 3rd semesters.

You can choose: English or German

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!

Program partners

HEXE DATA Data Analytics Company

IMPEL BUSINESS SOLUTIONS

ILLUSTRO SZKOLENIA DORADZTWO

www.nzb.pl

Nowoczesne Zarządzanie Biznesem

ZIG Zachodnia Izba Gospodarcza

Agencja Kuźnia

opstalent

How to become a WSB Merito University student

You can enroll in a **first degree (e.g.**

Take the first step – register now

Applicants are admitted on a first-come first-served basis. If you are to complete your

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Bachelor’s or Engineer’s) program if you have successfully completed your secondary education and have a secondary school-leaving certificate.
Learn more

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

Business Management

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