

# 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.

## **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

## 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





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[www.nzb.pl](http://www.nzb.pl)



### How to become a WSB Merito University student

You can enroll in a **first degree (e.g. Bachelor's or Engineer's) program** if you have successfully completed your secondary education and have a secondary school-leaving certificate.

[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

Business Management

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