WSB MERITO UNIVERSITY WROCLAW

Business Management

BACHELOR'S DEGREE - SPECIALITY

Form: Full-time

Study form: Traditional (on-site)

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

City: Wrocław

What will you learn?

- You will master **Business English vocabulary**, enabling you to communicate effectively in management, marketing, finance, and HR
- You will learn **how to operate in an international business environment**, allowing effective cooperation with global partners
- You will gain **knowledge in international project management**, preparing you to carry out complex undertakings
- You will learn **how to build relationships in multicultural environments** and communicate effectively with diverse teams
- You will find out **how to use modern information management tools** to support business process efficiency

Work opportunities

- Work as an **international marketing specialist**, planning and implementing marketing strategies in global markets
- Take a job as an **international project coordinator**, overseeing complex projects in multicultural teams
- Develop as a **foreign trade consultant**, supporting companies in import and export processes
- Get a job as a **representative of international companies**, representing the organization in contacts with clients and partners from various countries
- Work as an **assistant in diplomatic missions**, supporting administrative and representational activities in the international arena
- Become a **customer relationship management specialist**, building lasting and effective business relationships

Study program

Praktyczne studia

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** – industry experts.
- **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 cases.

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

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- Tourism Business Development

Foreign language study

Full-time studies:

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

Part-time studies:

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

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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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

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