WSB MERITO UNIVERSITY WROCLAW

Management

MASTER'S DEGREE - PROGRAM

Form: Full-time • Part-time

Study form: Hybrid • Traditional (on-site)

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

City: Wrocław

What will you learn?

- You will learn the **principles of strategic management**, enabling you to develop long-term organizational growth strategies.
- You will learn to **analyze business data and apply design thinking methods** to effectively solve organizational challenges.
- You will gain **knowledge in international marketing**, management accounting, and negotiation strategies in global markets.
- You will master **modern methods of change management**, preparing you to operate effectively in dynamic business environments.
- You will learn **tools and techniques for quality and process management**, improving the operational efficiency of organizations.
- You will develop **leadership and teamwork competencies**, enhancing your value in diverse and collaborative work environments.

Work opportunities

- Work **in international corporations as a strategic management specialist**, developing global projects.
- Find employment **in the public sector as an expert in change and process management**, supporting administrative modernization.
- Build your career as a **project manager**, coordinating the implementation of operational strategies in domestic and international companies.
- Specialize in **consulting**, advising companies on business analysis and quality management.
- Work **in non-governmental organizations**, managing programs that support sustainable development and ESG initiatives.
- Build your career in **technology management**, collaborating with teams on innovation and digital transformation.

Classes with experts

Our lecturers include **business trainers, HR and coaching specialists, business consultants, marketing and PR experts, as well as members of supervisory boards.**

Thanks to them, you will study in conditions that closely resemble real work environments and will be able to **benefit from their extensive knowledge and professional experience.**

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.

Study program

Practical studies

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

- **Group projects** – real business problems.
- **Simulations** – decision-making in market conditions.
- **Internships and placements** – hands-on experience in companies.
- **Lectures with practitioners** – insights from market experts.
- **Modern tools** – up-to-date technologies.
- **Case studies** – analysis of real-world situations.

Selected major-specific courses

- Business data analysis
- Entrepreneurship
- Macroeconomics
- Managerial accounting
- Managerial Skills
- Marketing Management
- Measurement and modeling in management
- Negotiation strategies in international markets
- Process Management
- Quality Management
- Strategic Management

Selected specialization courses

- Branding Building and maintaining business relationships
- Change Management
- Consumer behaviours
- Creativeness
- Decision problems in business

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.

- Design thinking
- HR business partner
- International business project
- International finance

Foreign language study

All classes in this program are conducted **in English**. Additionally, you will take part in courses designed to deepen your knowledge of **specialized Business English**.

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

How to become a WSB Merito

Take the first step – register now!

Applicants are admitted on a first-come first-

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

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

International Management

Form: Full-time • Part-time

Study form: Hybrid • Traditional (on-site)

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.