

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.**

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
- 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





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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](#)

Specializations in the Management program

International Management

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