



Management - Business Management

- Program - studia I stopnia

full-time IN OCTOBER Bachelor's English

What can you gain by studying Management at WSB Merito University?

During your studies, you will learn:

- business vocabulary (Business English) in the fields of market economy, marketing, sales, management, banking,
- you will learn to function in an international business, financial and HR environment,
- learn how to manage international projects
- learn the principles of communication and relationships in an intercultural working environment.

The classes with the use of management games and business simulators, such as PROMAR, PROFIT, ORGAEFEKT.

An innovative teaching system, modelled on the practices employed by paramount business universities from Western Europe as well as the USA.

The members of our teaching staff include the most eminent practitioners from such the companies as Lemon JWT Thompson; Limango; or Me & My Friends, who are the affiliates of the Business Council for the Management Administration. The classes are held in professional teaching spaces, such as video or photography studios.

You will learn to use dedicated software, i.e. SPSS, Corel Draw Graphic Suite, Photoshop, Adobe Premiere, SAP, mHR EVO, Payer, Google Analytics or AdWords.

In order to extend your knowledge, you can become a KIVI member. KIVI, or Key Visual Business and Research Group is our thriving Research and Business Student Club that explores the issues related to business administration and

Dane zamieszczone w niniejszej karcie kierunku mają charakter wyłącznie informacyjny. Dane te nie stanowią oferty zawarcia umowy 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 english_wroclaw a studentem zawierana jest w formie pisemnej.



marketing.

Potential careers for you:

International Marketing Specialist
International Project Coordinator
Consultant or Specialist in Foreign Trade, Import and Export
A Representative for International Companies
An Assistant in Diplomatic Missions

Meet Gedion, the Business Administration student!

Why is it worth studying at WSB in Wrocław? What does studies look like in an international atmosphere? Gedion, who came to Poland from as far as Ethiopia, will tell you about his experience.

What else should you know?

All subjects, the final thesis, and the diploma exam are taught in English.

The students are joined by the Erasmus+ Program participants gaining knowledge at WSB University.

Currently, WSB University cooperates with about fifty academic institutions, and the classes are conducted by visiting professors.

As a part of Business Skills Meetings or cyclical meetings of professionals, you can expand your knowledge and practical skills in a given field.

You will have the opportunity to take part in Business Weeks, week-long workshops at foreign universities affiliated in the BUSINET Association or take part in one of the international projects conducted at WSB University.

Advance from Bachelor's to Master's in the USA with Franklin University

By pursuing a degree in Management at WSB Merito University, you can broaden your academic journey after graduation by studying for a Master's degree in the USA. Through the WSB Merito University & Franklin University program, students have the opportunity to continue their studies in the USA at Franklin University. **This unique program enables participants to graduate with two degrees** - a European credential and an American Master's degree—while significantly reducing tuition and living expenses compared to completing all studies in the U.S.



Explore Diverse Opportunities in Poland and the U.S.

This program is ideal for students pursuing Management degrees at WSB Merito University who want to immerse themselves in culturally diverse environments. We support international students with Franklin University's flexible admission process, which includes assistance with visa documentation and English proficiency requirements, ensuring a smooth transition. With affordable tuition rates and Columbus's thriving job market, we combine academic excellence with practical career opportunities.

READ MORE ABOUT THE PROGRAM



Management and
business games



Studio sessions



KIVI – Key Visual
Business and Research
Group

What will you learn by selecting this Specialization?

The vocabulary related to a particular line of business (Business English) in the field of market economy, marketing, sales, management, and banking

The principles of functioning in the international business environment, finance and HR;

Project management on a transnational scale

The means of communication and maintaining relationships in an intercultural work environment

Analyzing enterprise activities with various tools, including taking part in simulation market games or solving numerous case studies; maintaining dedicated software

The issues connected with economics, management, and marketing



Key program features

The program of study in this Specialization includes, among others:

Tourist Business

Global Affairs

International Competencies in Business

GENERAL EDUCATION SUBJECTS:

Foreign Language

Health and Safety

Information Technology

Effective Studying Methods

Basics of Social Communication

Economics Basics

Sociology

The Basics of Civil and Commercial Law

Quantitative Methods in Management

Proseminar

MAJOR SUBJECTS:

Management Tools

Business Ethics



Accounting and Financial Documentation

Economic and Financial Analysis

Instruments of Marketing

Market Research and Analysis

Small Business Management

Challenges and Expectations of the Labour Market

Organizational Behaviour

Interpretation of Statistical Data

Business Game

SPECIALIZATION SUBJECTS:

Banking

The globalization process

Public Relations

Supply chain management

Tourist business

Global matters

Information management

International Competencies in Business

Hotel Management

Customer Relationship Management

Internet Marketing



Corporate Social Responsibility

Project Management

Coaching

Quality Management

Diploma Seminar

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