

## I degree studies

We offer the following management specialties taught (partly) in English (and many more taught in [Polish language](#) [1]):

If you have any questions about the program, please email [wseh@wseh.pl](mailto:wseh@wseh.pl) [2] or call us at: **+48 33 816 51 70**.

### Studies

[International Business Management \(BA\)](#)

### Aim

**The specialty has been designed** to prepare students to function in international business environment, where proficient command of English language is required. Special emphasis is put on ESP in the area of economy and law. The scheme comprises practice in written and oral translations and interpretations of texts of economic legal and management fields with the use of translation instruments, including AT and IT. Presentation and public speaking skills will also be practised.

### Addressees

The scheme is directed to those who need advanced command of English in building their career paths. Specialised scheme is targeted at the A level (matura) holders whose command of English is at minimum B1+ level (intermediate), and who are interested in economy and social sciences. It is for those who treat English language as an instrument to build their professional career in the area of social sciences. The degree holders will be qualified to work in foreign trade offices, international marketing departments, global corporations as consultants and advisors for local authorities and businesses. Contents of courses encompass such areas like psychology, international markets studies and analyses, foreign trade characteristics and documentation, intercultural communication in its broad meaning, management with special emphasis upon cultural diversity and many other aspects of business management in its international perspective.

### Scheme description

Specialized courses have been prepared to meet the demands of the global job market. The content encompasses topics related to business, marketing, management and social issues. The programme has been enriched with the knowledge of international communication and diversified cultural background. lectures, speeches and presentations. The programme is based on original, unabridged materials and sources.

[Business Studies \(BA\)](#)

Specialty is targeted at the A level (matura) holders whose command of English is at minimum B1+ level (intermediate), and who are interested in economy and social sciences. It is for those who treat English language as an instrument to build their professional career in the area of social sciences as well as in humanities. The degree holders will be qualified to work in foreign trade offices,



international marketing departments, global corporations as consultants and advisors for local authorities and businesses.

Courses:

- Psychology in Business
- International Markets
- Intercultural Communication
- Foreign Trade and Incoterms
- Business Correspondence
- Challenges of Globalization
- Brand Management
- Presentations and Negotiations
- International Political Affairs
- TOEIC Preparation
- Introduction to Research Methodology
- Monography Lecture
- Diploma Seminar

## **Najlepsza uczelnia na Podbeskidziu, zlokalizowana w Bielsku-Białej.**

Od 1997 roku Uczelnia realizuje misję: "Obudzić w studentach niepohamowaną ciekawość świata".

Misja ta realizowana jest poprzez kształtowanie w studentach twórczych osobowości oraz umiejętności zdobywania potrzebnej wiedzy, a także poprzez wysoką jakość kształcenia i elastyczny system nauczania.

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### **Links**

[1] <https://wseh.pl/pl/page/oferta-edukacyjna.html> [2] <mailto:wseh@wseh.pl>