



**Business  
School**

**Akademia WSB**  
**WSB University**



# MASTER IN MANAGEMENT

International  
Business



Project  
Management



# LEAD YOUR NEXT BIG MOVE

The Master in Management (International Business / Project Management) blends academic excellence with real-world practice and a truly international outlook. Study in English at Poland's leader in internationalization with strong ties to business and European partners. You'll build strategic, analytical, intercultural and ethical leadership.

**#1**  
Most International  
University in Poland

**#2**  
The best non-public  
University in Poland



“By choosing WSB University’s Master in Management, you join a truly international community focused on your success. We’re Poland’s leader in internationalisation, with global partners across Europe and beyond, and a campus culture that blends academic excellence with real-world practice. You’ll learn in English from internationally engaged faculty, connect with employers and study in a digital-ready environment that mirrors today’s workplace. Recognised for quality and regional impact, we embed problem based learning, gamification so you can turn ideas into outcomes. Our mission is to prepare you for the transitions – developing strategic thinking, analytical and research skills and responsible leadership grounded in ethics, sustainability and inclusion. Along this journey, you’ll sharpen your professional and intercultural competencies, build a powerful network and unlock your potential for international careers.”

**Prof. Łukasz Sułkowski,**  
**President of WSB University Business School**

# Why Business School?

## GET THE BEST EDUCATION

Study the Master in Management anchored in academic excellence, and infused with real-world practice. You'll build strategic, analytical and intercultural skills and develop responsible leadership.

## LEARN THE MODERN WAY

You'll study through challenge-based projects and Design Thinking, collaborate internationally via COIL in English and work in agile, project-based teams with a flipped classroom.

## GAIN PRACTICAL KNOWLEDGE

Learn with industry through live cases, company projects, expert talks and international collaborations. You'll work on real challenges and translate ideas into outcomes with mentorship from practitioners and partners across Europe.

## FORGE THE RIGHT CAREER PATH FOR YOU

From Day 1, you'll get personalized support from our Career Office and International Office. Tap into WSB University's international ecosystem to build networks and accelerate your path to development.

# 7000

students



# 80

nationalities



# Taught by Practitioners, Not Just Lecturers

Meet some of our lecturers at the program



**Wojciech Muras, PhD**

CEO of Netology, one of Poland's leading IT service providers



**Prof. Rui Alexandre Marçal Dias Castanho**

Portugal, European Union Climate Pact Ambassador



**dr Janjua Laeeq**

Pakistan, Compliance Manager at TMF Group



**Assoc. Prof. Joanna Kurowska-Pysz, PhD**

R&D Project Manager, Warsaw Stock Exchange



**Karolina Mucha-Kuś, PhD**

Chair of the Supervisory Board of Tauron, Vattenfall



**Assoc. Prof., Barbara Piontek, PhD,**

President of JSW Coal Company



## What you'll learn in the programme



- **Manage modern organisations** – connect strategy, operations and people while responding to real market challenges in Poland and worldwide.
- **Think global and act responsibly** – embed sustainability, inclusion and social impact in everyday business decisions.
- **Read data like a pro** – use analytics, BI systems and qualitative/quantitative research to make fast, evidence-based decisions.
- **Work across cultures** – communicate clearly, build trust and lead diverse, international teams.
- **Lead with integrity** – recognise dilemmas, balance risks and make responsible management choices.
- **Drive innovation and change** – design new solutions, scale them and align with trends, competition and company goals.
- **Accelerate digital transformation** – apply ICT, automation and AI to streamline processes and communication.
- **Turn values into results** – integrate ethics and the SDGs into core strategy, engaging internal and external stakeholders.



# Programme Design



## Group of General Content Subjects

- Protection of Industrial Property and Copyright
- Digital Transformation
- Team Communication

## Group of Core Content Subjects

- New Trends in Economics
- Statistical Methods in Business
- Law in International Business
- Ethics in Business – Case Studies

## Group of Directional Content Subjects

- International Markets and Strategy
- Intercultural Management and Negotiations
- Project Planning and Agile Delivery
- Data-Driven Decision Making

## Group of Specialist Knowledge Subjects

- Specialisation (choose one)
- International Business
- Project Management

## Specialization



# International Business

### Competences you'll graduate with

- **Strategic international management** – turn market insights into winning cross-border decisions
- **Intercultural leadership and communication** – collaborate, negotiate and lead high-performing multicultural teams
- **Applied problem-solving** – tackle real cases and deliver results through projects
- **ESG mindset** – embed ethics, responsibility, and sustainability in every managerial choice

### Programme experience

- **Truly international cohort** – real cross-cultural community of students
- **Practice-oriented learning** – live projects and meetings with renowned practitioners
- **Modern pedagogies** – Design Thinking, Challenge-Based Learning and gamification
- **Career and well-being support** – guidance that accelerates your progress
- **ERS built-in** – ethics, responsibility and sustainability shaping global careers
- **Digital-ready learning** – interactive and future-proof learning experience



Joseph

Alumni of Master in Management - International Business from The Democratic Republic of the Congo

## Specialization



# Project Management

### Competences you'll graduate with

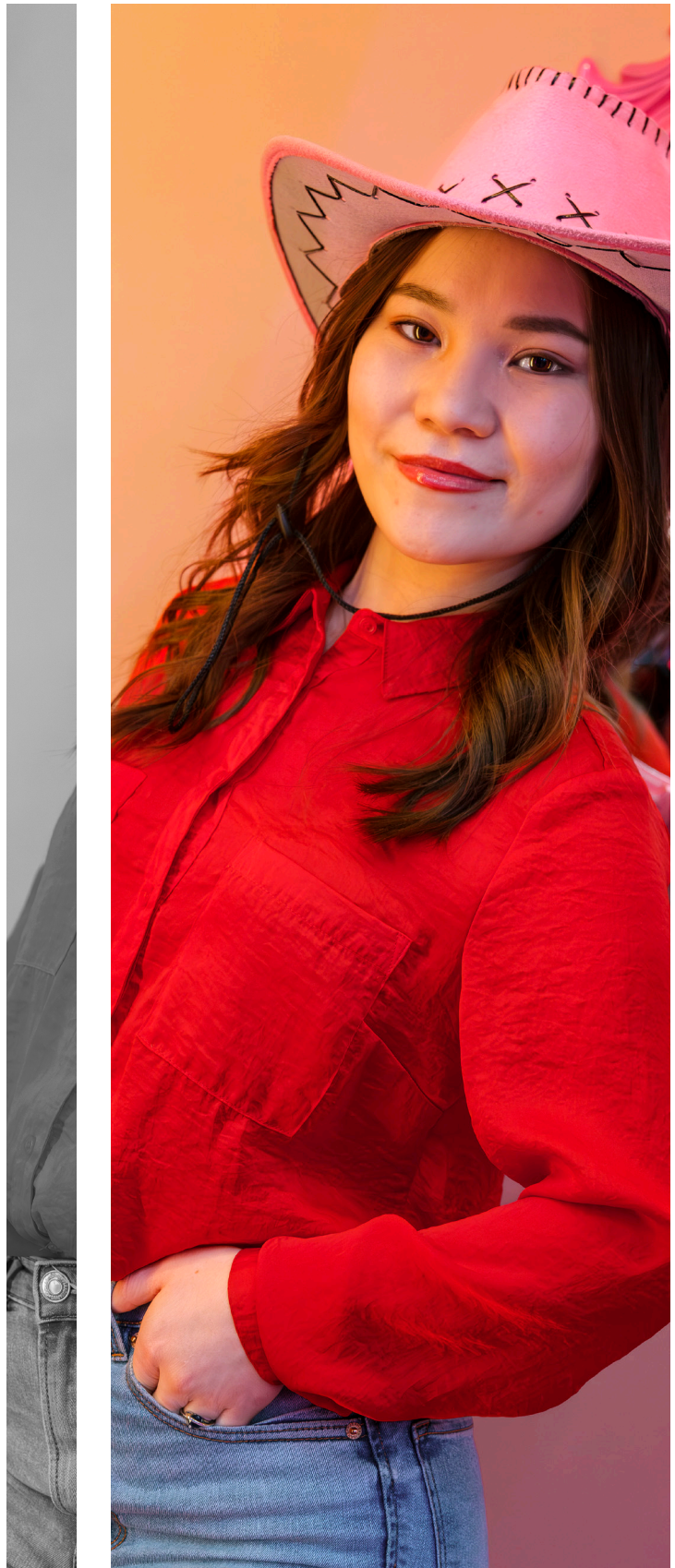
- **Project leadership** – plan, execute and deliver complex business or social projects with cross-functional teams
- **Communication negotiation in projects** – manage stakeholders and resolve conflicts in real project contexts
- **Digital project environments** – apply digital skills in project management
- **ESG mindset** – embed ethics, responsibility and sustainability in stage of project management

### Programme experience

- **Truly international cohort** – real cross-cultural community of students
- **Practice-oriented learning** – live projects and meetings with renowned practitioners
- **Modern pedagogies** – Design Thinking, Challenge-Based Learning and gamification
- **ERS built-in** – ethics, responsibility and sustainability shaping global careers
- **Digital-ready learning** – interactive and future-proof learning experience
- **Career and well-being support** – guidance that accelerates your progress and additional certification as GPM EMEA

**Aigerim**

Alumni of Master in Management  
- Project Management from Kirgistan





# Practice-First Path to Global Careers



Turn your studies into real experience and real offers. Our programme is built with employers and delivered with practitioners, so you graduate work-ready and connected to top international partners.

- Live projects and case challenges with companies
- Internships and industry mentored assignments from semester 1
- Practitioner-lecturers and guest experts from leading firms
- Career coaching
- Access to a strong partner network for placements and jobs



# Kickstart Your Global Career

Understanding what employers want – and proving you’ve got it – is the fastest route to a great job. WSB University’s Academic Career Office is built to get you there with practical guidance, training, and direct access to opportunities. From your first semester you’ll find internships and jobs, step-by-step career advice, and events that connect you with real employers.



## Identify your career objectives

- One-to-one career counseling (on-campus and online) to map your strengths and set a clear career plan.
- Self-guided tools and guides to refine goals and craft a winning job-search strategy.

## Acquire career training

- Practical workshops and clinics: CV writing, phone etiquette with employers, interview mastery, modern recruitment methods, and stress management.
- Ready-to-use playbooks on internships and how to look for a job—so you can prepare at your own pace.

## Develop your opportunities

- A live jobs and internships board curated by the Career Office—updated with roles that match student profiles.
- Career events and job fairs that bring top employers to campus, plus themed trainings that help you stand out.

# Where programme graduates build careers

Join a programme that turns talent into offers. Our alumni are hired by world-class employers across tech, finance, consulting and industry.

## Tech and Digital

Microsoft, IBM, Cisco, Amazon, Honeywell, Rockwell Automation

## Finance and Consulting

Accenture, PwC, KPMG, JPMorgan Chase & Co., Capgemini, Citi, UBS, BNP Paribas, HSBC, Zurich Insurance

## Industry and Consumer

Procter & Gamble, PepsiCo, Kimberly-Clark, Shell, Siemens Energy, Vestas, Siemens Gamesa, Lufthansa Group.

According to Poland's national ELA graduate tracking system, graduates of the English-taught Master in Management are among the most sought-after on the job market.



# Modern pedagogies

Learn the way innovators work. You'll tackle real partner briefs using Design Thinking to empathize, ideate, prototype and test solutions that create value. Challenge-Based Learning puts you in agile, cross-cultural teams to solve authentic problems with measurable impact, while gamification keeps you motivated through clear goals, rapid feedback, and skill badges you can show employers. The result is a hands-on, high-energy experience that builds creativity, critical thinking, data-informed decision-making and leadership—plus a portfolio of outcomes that proves you're ready for modern business.



**Tahmasib Vadudi**

Alumni of Master in Management,  
Project Management

“Completing the Master in Management – Project Management track at WSB University accelerated my career – today I work as a Project Manager at ABB. The program gave me practical tools, a global mindset and the confidence to lead complex projects. A highlight was the EnterCBL International Bootcamp in Istanbul, where Challenge-Based Learning let us tackle real-world problems with international teams and turn ideas into actionable solutions. That hands-on experience still shapes how I manage projects every day.”



**Tamara Guluzada**

Alumni of Master in Management, International Business,  
Intakes Analyst, Finance, Accenture

“Those gamified classes – missions, points and team challenges – changed how I learn: engaging, practical and far more effective. That momentum carried into my career; after the Master in Management – International Business at WSB University, I stepped into my current role as Intakes Analyst, Finance at Accenture, ready to apply complex concepts with confidence from day one.”



# Your Global Experience in EU and outside



Join one of Poland's most international campuses and turn mobility into real skills, contacts and career opportunities.

## Go abroad with confidence

Clear guidance for study and traineeship pathways, destinations, and step-by-step applications – plus practical tips so you make the most of your time abroad.

## Instant community, real support

Plug into the Erasmus Club WSB for trips, events and intercultural projects – or become a Buddy Mentor and help newcomers settle in.

## Built for modern learning

Take part in Blended Intensive Programmes (BIPs) that combine online collaboration with short, high-impact on-site sessions.





# More than University

- University Theater and art workshops
- International music band
- Empathy tutorials
- International Students Association



**1<sup>ST</sup>**

**Place in Poland**  
in the classification  
of non-public schools  
in Silesia

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**44**

**Sports  
disciplines**

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**135**

**AZS Members**

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**50**

**Sports  
scholarships**

# Akademia WSB

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## WSB University



### **WSB University**

Poland  
Cieplaka 1c Street  
Dąbrowa Górnicza  
[www.wsb.edu.pl/en](http://www.wsb.edu.pl/en)

