



## 6-month Vocational Business Course BUSINESS MANAGEMENT

We are pleased to offer the following business course in 2023/2024:

### 1. Next 6-month business courses:

- 1 June 2023 – 30 November 2023
- 3 July 2023 – 31 December 2023
- 1 August 2023 – 31 January 2024
- 1 September 2023 – 29 February 2024
- 2 October 2023 – 31 March 2024

### 2. Programme of the business course includes:

#### A. Strategic management

- nature of strategy
- strategic analysis
- crisis management
- strategic thinking
- strategic planning
- competitive strategies

#### B. Managerial economics

- demand and supply analysis
- cost analysis
- budget management
- financial liquidity
- risk in economic decision
- capital and profit management

#### C. Modern marketing

- principles of marketing
- marketing strategies
- e-marketing
- international marketing
- marketing communication
- public relations

#### D. Managerial competences

- leadership
- interpersonal communication
- cultural differences
- managerial techniques
- intercultural communication
- CSR (*corporate social responsibility*)

### 3. Learning system

- The number of the course hours: 250 (1 course hour = 45 minutes)
- Language of instruction: English
- Place of the course: centre of Warsaw/Nowy Świat Street 49
- Training methods: presentations, workshops, case studies, projects.
- For the certificate of the course completion is preparation of the business project required.
- Group size: up to 10 participants.
- Option: the possibility to attend the course as distance (on-line) course.

#### 4. Fees:

- registration fee: 250 EUR or equivalent in PLN, paid during application, not refunded, also if visa will be refused.
- course fee: 1300 EUR or equivalent in PLN, paid within 3 days after visa receiving, and before date of arrival to Poland.
- in the case of distance (on-line) course, the course fee is to pay with a 20% discount.

#### 5. Admission process:

- 1) Sending signed application form with scan of the passport to: [office@wmsb.edu.pl](mailto:office@wmsb.edu.pl)
- 2) Receipt by e-mail an offer letter. The offer letter is free of charge, is only informative for applicant, and is not a document in any procedure.
- 3) Payment of the registration fee. The registration fee is not refundable, also if the visa will be refused.
- 4) Issue of the final documents confirming admission to the course (the acceptance letter and proof of payment).
- 5) Payment by the applicant of the course fee within 3 days after visa receiving and before the date of arrival to Poland.
- 6) The course fee includes cost of trainer, learning materials for the participants, preparation of the certificate after completion of the course.
- 7) Start of the course.

Should you have any questions, please do not hesitate to contact us.

Warsaw Economic Institute  
Nowy Świat Street 49, room 308  
00-042 Warsaw

[office@wmsb.edu.pl](mailto:office@wmsb.edu.pl)  
tel. (+48) 512 645 536