



## 6-month Vocational Business Course WOMAN IN BUSINESS

We are pleased to offer the following business courses 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:

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|--------------------------------|--|
| A. Woman in business           | B. E-commerce                          |
| • creating business plans      | • establishment of e-commerce business |
| • doing business in Poland     | • operating e-commerce                 |
| • establishment of start-ups   | • networking                           |
| • tax policy and regulation    | • securing financing                   |
| • business as a franchise      | • e-business teams                     |
| • business analysis            | • regulation for e-commerce            |
| C. Marketing                   | D. Business communication              |
| • e-marketing                  | • leadership                           |
| • social media in business     | • managerial techniques                |
| • brand creating in e-business | • intercultural communication          |
| • internet advertising         | • interpersonal communication          |
| • building a brand             | • emotional intelligence               |
| • market research              | • negotiation                          |

### 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.
- 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 visa 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.

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