



## 12-month Vocational Business Course BUSINESS MANAGEMENT

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

### 1. Next 12-month business courses:

- 1 August 2023 – 31 July 2024
- 1 September 2023 – 31 August 2024
- 2 October 2023 – 30 September 2024
- 6 November 2023 – 31 October 2024
- 4 December 2023 – 30 November 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: 500 (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, payable during application, not refunded, also if visa will be refused.

Course fee: **2000 EUR** or equivalent in PLN, payable 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 contact us.

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