



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 August 2023 – 31 January 2024
- 1 September 2023 – 29 February 2024
- 2 October 2023 – 31 March 2024
- 6 November 2023 – 30 April 2024
- 4 December 2023 – 31 May 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, payable during application, not refunded, also if visa will be refused.

Course fee: **1050 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
- 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
49, Nowy Świat Street, room 308
00-042 Warsaw

office@wmsb.edu.pl
tel. (+48) 512 645 536