

franklin university mba

2021



Wyższa Szkoła Bankowa
we Wrocławiu

A POWERFUL START AND A REAL SCHOOL OF LIFE

What motivates you to act?

I have always had a kind of urge to keep developing. When I perceive any hesitation in my surroundings for a task to be completed, I automatically start thinking about taking up this challenge. I invested my enormous energy in all kinds of physical activities, attending swimming classes, goalkeeper football and volleyball training, and at technical secondary school I began my adventure with Olympic boxing, which lasted 3.5 years.

Was there a moment in your life when you set to work with increased power?

I was highly motivated when I was offered a managerial position. I was 23 years old at the time and had zero experience of managing people. The first few months were tough but invaluable because of the competences I acquired. The biggest challenge involved having to work as a manager. The first few months were tough but invaluable because of the competences I acquired. The biggest challenge was carrying out meetings with employees. Most of the people I managed were older than me, which in many situations resulted in resistance on their part.

The key was to perceive each member of the team as an individual and to have good communication before giving instructions.

I received further training just over seven months into my new role, when I was involved in the process of moving a distribution centre to another location. A seemingly simple operation turned out to be an extremely complex process involving several dozen people from all over Poland. The basic assumption of the whole operation was to maintain continuity of customer service, which complicated the whole undertaking. It involved many days of intensive work, building processes from scratch and implementing a large number of newly hired employees. It was a real school of life and indeed this powerful start shaped me.

Maciej Jaros

Operations Manager, Neuca SA

student of FUMBA studies at WSB University in Wrocław



INSPIRATION

development
networking
idea

success

CHALLENGE

Franklin University – the U.S. partner

Accredited, nonprofit and dedicated to educating adults since 1902, Franklin provides on-site course options at several Midwest locations and is an innovator in providing personalized online education. The University offers applied in-demand undergraduate, master's and doctorate programs that enable adult learners to achieve their educational and professional goals. Franklin's 45,000 alumni can be found worldwide serving the communities in which they live and work.

Accreditations

- Franklin University is accredited by the Higher Learning Commission (hlcommission.org), a regional accreditation agency recognized by the U.S. Department of Education.
- Franklin University has received specialized accreditation for its business programs through the International Accreditation Council for Business Education (IACBE) located at 11374 Strang Line Road in Lenexa, Kansas, USA.



“Professional Plus” class awarded by SEM FORUM (2020)

The Association of Management Education SEM FORUM has awarded the “Professional Plus” class rating to the Franklin University MBA program.

The SEM FORUM rating has the longest history among MBA program rankings in Poland and has been setting standards for many years. The Commission assesses e.g. curriculum, faculty, course organization, partnerships, sustainability (record of past offerings), and positions in other rankings.

In Poland's Top 10 (2019)

In the 2019 Home & Market ranking, the Franklin University MBA came in the Top 10 MBA programs in Poland.

Garnering high places in Perspektywy ranking (2018)

The Franklin University MBA took high places in the most recent 2018 ranking by the Perspektywy magazine:

- Poland's Best MBA Programs – 12th place
- Curriculum – 6th place
- Academic faculty – 9th place
- Reputation and prestige – 15th place
- Alumni choice among MBA programs – 15th place.

Leader in Lower Silesia's higher education sector

WSB University in Wrocław is an established brand in the regional educational services market and beyond. Over the past 20 years, the University has earned a big name for educating high-grade professionals and managers.

The Franklin University Master of Business Administration program was launched in 2008 in the English language, and the Polish-language MBA program followed in 2009.



Further management education products were added to WSB University's portfolio in 2017: the Executive MBA Program in Project Management (3 semesters) and the Executive Program in Business Trends (2 semesters). As of July 2015, the Finance and Management Faculty of the WSB University in Wrocław has had full powers to award doctoral degrees in economics.

No. 1 choice among higher education institutions in the region

For many years, its academic excellence and the appeal of its study programs have given the WSB University in Wrocław a secure place among higher education candidates' top choices. The Ministry of Science and Higher Education report on 2020–2021 admissions names the WSB University in Wrocław no. 2 among private institutions of higher education providing part-time Bachelor's and long-cycle Master's programs. At the same time, the WSB University in Wrocław tops the ranking of private institutions in the region of Lower Silesia.

BEING ABLE TO LISTEN AND UNDERSTAND OTHERS MATTERS MOST

Was there a turning point in your professional life?

When I first became a manager, I quickly realised that managing people is not as easy as I thought it would be. People are not machines, and managing a team of employees is completely different from managing a fleet of machines. I have found out that communication skills are the most important in business and since then I have seen the world in a completely different way. What matters most is whether we are able to listen and understand others, to talk about our feelings and expectations, cooperate and build relationships. If we are not able to do that, we will not be good entrepreneurs or managers.

Do you learn better from success or failure?

We learn better and faster from failures. Unfortunately, it is more painful. I once managed the launch of a large production line for a new product range. It was a huge challenge for the whole organisation, especially for me, an inexperienced manager at the time. I worked for over a year, 10-12 hours a day also including Saturdays. Nevertheless, the results were poor, costs were high and customers were dissatisfied. I was convinced that this was due to my low efficiency. I was only partially right. Now I know that it simply could not work. The team delegated to this task was inadequately selected in terms of knowledge, skills, level of motivation or business maturity. The lesson I learned from this failure is: „Before you start a project, make sure you have all the resources. It also means that you need the right people in the right places”. Don't feel sorry for employees who must be put aside or simply dismissed. Much more harm is done to them by assigning them with the tasks they are not able to cope with.

And as regards motivation - where do you look for it?

I am driven by success, or rather the vision of success. It's absolutely satisfying to create something that works well, makes life easier for others and satisfies customers. The closer I get to my goal, the greater my appetite to make it happen and to achieve my goals. In the area of personal development, the desire to be better empowers me. And I do not mean being better than others, but being better tomorrow as compared to yesterday.

Adrian Danielski

Senior Launch Manager, Adient
student of FUMBA studies at WSB University in Wrocław



THREE PILLARS OF THE PROGRAM

American Flavor

- all courses taught **in English**
- a **unique curriculum** developed entirely by Franklin University
- classes led by **international faculty**, including academics from Franklin University
- continuous access to rich educational content via **myFranklin platform**
- a study visit to Franklin's U.S. campus as part of the Franklin University MBA curriculum
- a genuine **American university diploma** awarded upon completion of the Program
- authentic American teaching style.

Practical Focus

- use of interactive instruction methods: workshops, authentic business case studies, panel discussions, simulations – to deliver **relevant knowledge and practical skills** that can be readily applied in the workplace
- work experience posed as an admission requirement creates ample opportunities for networking and **knowledge sharing with other professionals** in your line of business
- classes held on the weekends, once every two months, Friday afternoon through Sunday
- tuition payments that can be scheduled into **convenient installments** to meet each student's preference
- 24/7 contact with the University from wherever you are via myFranklin and Extranet.

Prestige

- **awarded “Professional Plus” class** in SEM FORUM 2020 rating of MBA programs delivered in Poland
- top positions in Poland's most influential MBA program ranking (by *Perspektywy*) – **12th place in 2018**
- the WSB University in Wrocław is among the strongest brands in the local market, which is reflected in honorable awards received from the business community
- the WSB University in Wrocław is part of WSB Universities group whose strength is underpinned by **over 20 years of experience** in the delivery of MBA programs
- Franklin University's **IACBE Accreditation**
- VIP lectures held regularly within the Program's framework.

THINK MBA!

CURRICULUM STRUCTURE

The Franklin University MBA Program takes 2 years to complete. The Program comprises 9 mandatory modules accounting for a total of 432 hours of instruction and addressing a wide array of areas and issues pertinent to efficient business management in the international marketplace.

Each module involves written assignments and group-work projects as well as examinations which the students are required to complete. The Program is run jointly with Franklin University and taught by accomplished faculty with profound professional experience from a number of US industries. Meetings are scheduled on weekends, Friday afternoon through Sunday, usually every two months.

The Franklin University MBA Program is aimed towards executive staff for whom relevant education is a prerequisite for career advancement as well as toward all those who need to obtain or enhance their managerial skills to be able to cope in typical business situations. The Program furnishes them with in-depth and up-to-date knowledge while emphasizing competences that are key to effective performance in an international environment where a good command of English is essential.

Franklin University MBA students attend classes led by American faculty – by the same academics that teach at Franklin's U.S. campus. All of the modules are taught in English.

Modern teaching methodology applied in the delivery of the Franklin University MBA Program stimulates the development of strategic thinking, problem solving and decision making skills. Interactive forms of instruction – workshops, business case analyses and simulation – permit students to instantly validate any newly acquired knowledge. Heavy reliance on groupwork enables experience sharing, which is a most effective mode of learning among managers.

Students can access educational content and keep in touch with their instructors through – Franklin University's distance education portal called myFranklin. The platform is a gateway to a wealth of lectures and video presentations alongside a multimedia library containing more than 40 million volumes.

The curriculum involves individual work to be done in preparation for each class. Under American standards, the pursuit of the MBA degree is based primarily on self-study.

To earn an American degree, students are expected to devote a total of 1080 hours to self-preparation. The effort results in the acquisition of relevant knowledge and skills, promoting them to the ranks of the best educated managers in Poland and worldwide.

Graduates from the Franklin University MBA Program are awarded a prestigious Franklin University degree and a certificate of completion of the Postgraduate Course in Masters of Business Administration from WSB University in Wrocław.

CHALLENGES AND

LIFE INTEREST

OVERCOMING THEM

MAKES LIFE

RE WHAT MAKE

ESTING AND

THEM IS WHAT

MEANINGFUL

MBA PROGRAM

MBA FOUNDATIONS

More than ever before, the ability to understand and be understood is critical for success in the corporate world. Communication is no longer limited by the narrow definitions of the past. Achieving a business leadership position today means not only being adept at both oral and written communication, but also understanding communication from a strategic point of view and knowing how to effectively organize and present information to audiences of all sizes. In this course, you will develop and refine these capabilities. What students gain from this course will be of value throughout your MBA Program, as well as in the workplace.

OUTCOMES

Upon successful completion of this course, students will be able to:

demonstrate an ability to write and communicate at a level consistent with the expectations of an MBA student

demonstrate effective presentation skills

use relevant electronic business databases available through the library

apply writing style guidelines to an applied business research paper

apply spreadsheet skills to analyze business data.

BUSINESS ENVIRONMENT

This course systematically explores the external environment in which businesses operate – legal and regulatory, macroeconomic, cultural, political, technological, and natural. Additionally, the course will examine the critical opportunities and threats that arise from an analysis of external business conditions. Students will apply scenario planning to a selected industry and synthesize trends in the external environment in the presence of risk and uncertainty.

OUTCOMES

Upon successful completion of this course, students will be able to:

analyze the environment of a business from the internal, political, economic, societal, and technological perspectives

assess the business environment of an organization using selected strategic tools

construct scenarios that synthesize business information

present scenarios that synthesize business information

analyze management’s role through the various functions of planning, organizing, leading, and controlling.

MANAGERIAL ECONOMICS

This course surveys the fundamental concepts and methods of economic analysis for managers. Real-world decision making is emphasized. Application of key economic concepts such as market demand, market supply, market equilibrium, marginal analysis, production, costs, revenue, profit, and market structure constitute the core material of the course.

OUTCOMES

Upon successful completion of this course, students will be able to:

discuss the underlying principles of the economic way of thinking

apply the concepts of supply & demand and elasticity in real-business situations

discuss the concepts of profits, losses, and cost and their implications for business decisions

discuss how cost-benefit analysis is used for decision making

weigh risks when making decisions

discuss how the presence of externalities affect cost-benefit analysis results

value the impact from observed behavior on cost-benefit analysis

discuss how economic agents use cost-benefit analysis to meet their goals

analyze the impact of business strategies on the local, national, and global economies.

MARKETING MANAGEMENT

In today's business world, success can often be attributed more to the genius of a company's marketing efforts than to the genius of its products or services. A clear understanding of the importance of marketing, as well as a grasp of effective marketing practices, is essential for anyone who wishes to achieve a position of leadership. You will gain a working knowledge of both marketing theory and the practical application of innovative marketing strategies. You will come to understand how product, price, place, and promotion contribute to the marketing mix as you explore research-based insights into consumer behavior. As your final course assignment, you will prepare and present a marketing plan of your own.

OUTCOMES

Upon successful completion of this course, students will be able to:

understand, explain, and apply the fundamental concepts and principles of marketing

analyze, compare, and evaluate the strategies and tactics of marketing a product in two countries or cultures

apply information gathering, measurement, and analysis to explore marketing opportunities relative to competition and the environment

create a marketing strategy to position and differentiate offerings and brands.

FINANCIAL & MANAGERIAL ACCOUNTING

Effective leadership in today's complex and highly regulated business environment demands more than a working knowledge of basic accounting practices. Managers must fully grasp sophisticated financial and managerial accounting concepts and be able to apply them with ease in handling day-to-day responsibilities. Managers must also be well-versed in the intricacies of corporate governance and asset protection. In this course, students will develop a clear understanding of these critical functions and issues. Students will study the foundational aspects of financial accounting, including professional structure, the interrelationships of financial statements, and multiple forms of financial analysis. Additionally, the functional aspects of managerial accounting will also be covered, including planning, decision-making and performance evaluation.

OUTCOMES

Upon successful completion of this course, students will be able to:

evaluate financial data utilizing various financial statement analysis techniques

analyze the impact of corporate governance regulations

compare managerial accounting strategic planning techniques

assess managerial accounting decision-making techniques

evaluate managerial accounting performance techniques.

HUMAN RESOURCES MANAGEMENT

Organizations are composed of groups of people who work together to achieve defined outcomes. Experience has proven time and again that the key factor which differentiates successful companies from those who struggle to survive is people who make up the employee base. While the human resources function is given the specific task of planning for and resolving many employee-related issues and needs, individual managers have direct responsibility and accountability for motivating and leading employees to achieve sustained organizational success. The purpose of this course is to provide students with the knowledge and skills needed to work effectively with Human Resources to enhance the contributions of all employees to organizational effectiveness. Students will learn about the elements which drive business success, theories of motivation, and methods for creating plans to maximize the human capital of an organization.

OUTCOMES

Upon successful completion of this course, students will be able to:

examine the major drivers behind organizational effectiveness

describe methods for enhancing human capital and employee motivation to ensure organizational success

analyze the primary functions within Human Resources and how it interacts within an organization

evaluate strategies for collaborating with Human Resources to attract, develop, sustain, and retain employees in a competitive marketplace

develop a plan for collaborating with Human Resources to maximize the human capital of an organization.

OPERATIONS MANAGEMENT

In today's business environment, the success of organizations depends on the effective and efficient management of operations. Methods to select, plan, and improve organizational processes will be examined. The application of optimal capacity decisions in supply chains, development production, and inventory plans and schedules will be performed. The student will learn quality management and improvement process to increase the efficiency of a process.

OUTCOMES

Upon successful completion of this course, students will be able to:

discuss how an organization uses operations management to have a competitive advantage

evaluate a process using a systematic approach to improve efficiency and cost of quality

evaluate the impact of product and service design on operations management

analyze the impact a company's organizational structure and outside suppliers have on managing a process

evaluate an organization's planning strategy

discuss how total quality management, six sigma, and lean systems can improve overall performance and quality of processes.

CORPORATE FINANCE

Financial decisions made at the higher levels of a business organization can have far-reaching effects. Intended to achieve firm operating goals and create shareholder value, they must be made judiciously, with a thorough understanding of all the factors involved. In this course, you will learn to apply the analytical techniques required for developing effective and workable financial solutions at the executive level. You will gain an overall understanding of the workings of the U.S. financial system. In addition, you will study the concepts of financial risk, the return and the valuation of bonds, common and preferred stock, cost of capital, capital budgeting, capital structure, and the evaluation of investment opportunities.

OUTCOMES	Upon successful completion of this course, students will be able to:
	apply time-value-of-money techniques to the valuation of bonds and both common and preferred stock
	estimate the relevant cash flows and the appropriate discount rates in making capital budgeting decisions
	examine the factors that drive a company's need for external financing and for determining the optimal mix of debt and equity financing
	analyze the relationship between risk and return in the evaluation of investment opportunities.

STRATEGIC MANAGEMENT

One of the keys to success in today's organizations is their ability to develop, implement, and accurately evaluate effective business strategies. In this course, you will integrate the knowledge gained from MBA courses to develop and sharpen your skills for formulating, deploying and assessing an organization's strategy for achieving competitive advantage in the marketplace. This course will enable you to merge your knowledge of all of these individual disciplines into a comprehensive and meaningful whole.

OUTCOMES	Upon successful completion of this course, students will be able to:
	develop an effective business strategy that gives a company a competitive advantage
	implement a company's strategy
	evaluate a company's performance and initiate corrective adjustments
	evaluate a company's competitive forces to sustain a competitive advantage
	evaluate a company's resources and competitive position
	conduct a competitive business analysis of an international business to provide new directions to the board of directors.



MBA is a great opportunity to exchange experiences, views and visions between professionals in various fields. Discussions with open-minded people, different points of view, excellent lecturers – this allows you to better understand business processes. From the perspective of a graduate, I can say that it was worth it.

Sabrina Sawczak

Manager Last Mile, Hermes Germany GmbH
graduate of FUMBA studies at WSB University in Wrocław

93,2% alumni would recommend WSB programs to their friends

69 out of 74 alumni would recommend WSB MBA programs to their friends.



Source: Student, alumni and employer opinion survey conducted in May-December 2020 by Centrum Rozwoju Szkół Wyższych TEB Akademia sp. z o.o. for the WSB Universities.

I AM MOTIVATED BY THE POSSIBILITY OF DEVELOPMENT

If you were to point to a turning point in your professional life, would it be...?

Between graduating and starting my doctorate, I met my supervisor. He boosted me up to the point where I was able to achieve my scientific ambitions related to innovative products for agriculture.

As a result, I completed a parallel course of study and have a scientific contribution that I am not ashamed of.

What achievements or accomplishments are you most proud of?

I have managed to simultaneously – and successfully – develop an academic career and gain a great deal of experience in the industry. I received my doctorate with honours, I was awarded scholarships and prizes for scientific achievements.

I also carried out two research and development projects with high implementation potential and the value of nearly PLN 15 million.

The possibility of development always motivates and inspires me to take action.

Is that why you chose to study an MBA?

It is a natural step on the career path I have taken. In the future, I want to combine science, industry and management through various research and development projects with implementation potential.

As far as FUMBA is concerned, I was encouraged by the American education system, especially its flexibility. The studies themselves are a lot of work that brings satisfaction.

Dr Mateusz Samoraj

Director of Technology and Product Development (Agrochemicals), EKOPOLON
Assistant Professor, Wrocław University of Science and Technology
student of FUMBA studies at WSB University in Wrocław



MBA Day

An MBA Day event usually features workshops and open lectures that enable candidates to try out a course module, get a feel of studying for an MBA, and talk to teachers, administrative staff and current students.

This year's MBA Days will be held on June 10, 2021 and September 9, 2021.

STUDY IN THE USA



The Franklin University MBA curriculum includes a study visit to the United States to attend the final module at the home campus of Franklin University. Expenses incurred in the visit are covered by the WSB University in Wroclaw.

Optional training courses

Last year offerings included an opportunity to train in public speaking and modern approach to purchase management. Attendance is free of charge.



TEDxWSB

MBA program students can get inspired at a local TED-licensed conference known as TEDxWSB. The format allows fans across the globe to hold independent events in hundreds of cities, inviting guest speakers and watching TED Talks together.

Off-campus session for a kick-start

A selected module is delivered off-campus, providing an excellent opportunity for socializing and business networking. All the expenses are covered by the WSB University in Wrocław.

Student Zone

Classes held in the MBA Student Zone at WSB University in Wrocław.

Classes are held in air-conditioned facilities dedicated exclusively to MBA students. The Zone is composed of 3 conference halls and a lobby.

AMERICAN UNIVERSITY DEGREE

Graduates are awarded a prestigious Franklin University degree. The certificate acknowledges the acquisition of knowledge and skills warranting their aptitude for an international career in business management. At the same time, it is proof of English language proficiency, testifying to their ability of effectively using the language for business purposes.

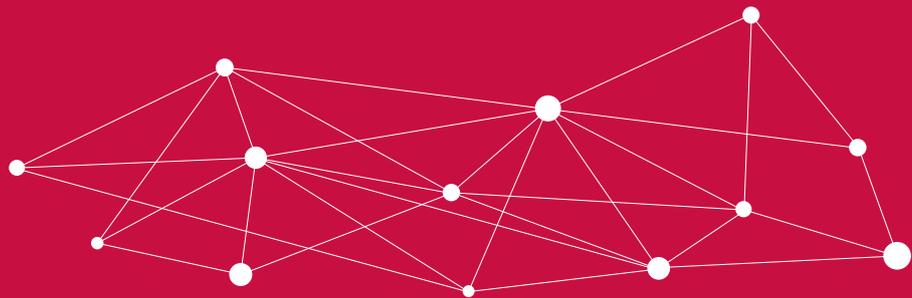


The graduation ceremony of the Franklin University MBA Program at WSB University in Wrocław – Wrocław, Poland 2019

NETWORKING

Attendees represent a variety of business sectors, and many of them hold high-ranking management positions. The Franklin University

MBA Program has already been completed by senior executives of such companies as e.g.: Hewlett Packard (Global e-Business Operations sp. z o.o.), Siemens Nokia Networks, Exact Systems Capital Group, Silicon & Software Systems Polska sp. z o.o., Fortum Power and Heat Polska sp. z o.o., WABCO Polska sp. z o.o., Dozamel sp. z o.o., IBM Global Services Delivery Centre Polska sp. z o.o., the municipality of Wrocław, Neonet, Hicron, 3M Poland, Credit Suisse, AMAZON, Dozamel, KRUK SA and Faurecia. Valuable business contacts and experience sharing among the students represent unquestionable benefits of the Program that are highly appreciated by future business leaders.



SUCCESS DOES NOT JUST HAPPEN

What does motivation mean to you? Where do you look for it?

I am motivated by success. Contrary to popular opinion, we can learn the most through positive experiences. Successes do not just happen and the effort we make to achieve them pays off in the form of knowledge and experience. My next motivator is my supervisor. They are those leader who can motivate the entire team in a few sentences. They find solutions in hopeless situations and are able to discover layers of energy and enthusiasm in people, which they had no idea of.

Such a boss is a treasure, and I managed to find one.

What tasks or projects bring you the most satisfaction?

I am most proud of my safety achievements.

I am not only talking about the safety of our employees, but also about our products, which have to be reliable when used by our customers.

FUMBA studies as another challenge?

After the first sessions, I already know that these studies will require a lot more work than I expected, as well as self-reliance and determination. The level is high, and the lecturers are demanding. However, I have found what I was looking for: the possibility to develop my knowledge in the broad field of business management and international environment encouraging an exchange of experiences.

The group is only as strong as its weakest link, and there are no weak links here.

Magdalena Markowska

student of FUMBA studies at WSB University in Wrocław



Admission requirements

Eligible candidates for the Franklin University MBA Program should have:

- Bachelor's or Master's degree
- knowledge of English
- 3 years of prior professional experience in a managerial post.

To be admitted into the Program, a candidate must be successful at a test of English administered by the University.

Required documents

To enroll into the Franklin University MBA Program, candidates are required to submit the following documents:

- an application form and a personal questionnaire form – downloadable from www.studiamba.wsb.pl
- a photocopy of their higher education diploma and diploma supplement/university transcript (the original to be presented for review)
- a résumé in English
- a cover letter (at www.studiamba.wsb.pl)
- evidence of 3-years relevant work experience
- your ID card or passport (for review and identification/ authentication only)
- proof of payment of a non-refundable enrolment fee
- documents required by Franklin University:
 - I) biographical information form
 - II) registration waiver.

Signing up via the Applicant's Account

We recommend that you set up an Applicant Account to carry on with your online application process.

To find out how to set up your Applicant's Account, visit our website: www.studiamba.wsb.pl.

Submit all the required documents and arrange for an interview

Admission into the MBA Program is based on the candidate's score in the selection process. Score points are awarded for the following:

- interview assessing the candidate's motivation and ability to pursue an MBA degree
- a cover letter
- work experience.

Cost of tuition

The total charge includes:

- a non-refundable enrolment fee at PLN 200
- a registration fee at PLN 500
- a tuition fee payable in USD (1 or 2 installments) at 950 USD
- a tuition fee payable in PLN, with the following payment options available:

Number of payments	Amount payable	Aggregate tuition
single down payment	PLN 39 500	PLN 39 500
2 annual installments	PLN 20 250	PLN 40 500
4 semi-annual installments	PLN 10 400	PLN 41 600
20 installments	PLN 2 125	PLN 42 500

All fees are payable directly into the University account:

Wyższa Szkoła Bankowa we Wrocławiu
PKO BP 29 1020 5242 0000 2602 0200 9876

The registration fee is payable within 14 days from the notification of admission.

We have prepared discounts for MBA candidates and special promotions for WSB Universities graduates.

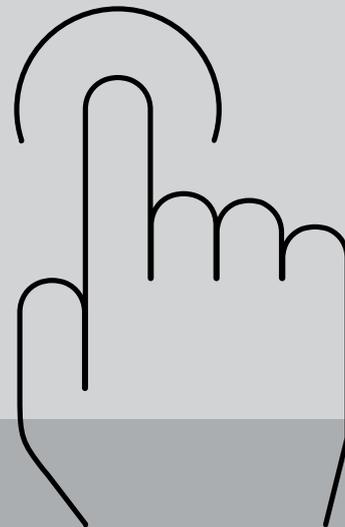


In order to get to know the details, please visit our website www.studiamba.wsb.pl or contact the MBA Program Office.

Visit the MBA website

WWW.STUDIAMB.A.WSB.PL

All information about
Master of Business Administration
studies at WSB in one place!



STUDY OFFER –

gather information on the programme, fees and teaching staff



KNOWLEDGE BASE –

read articles written by our lecturers and students



EVENTS – TAKE PART IN OUR EVENTS –

take part in events organised by WSB, don't miss special offers and promotions



OPINIONS –

find out what students and graduates say about the MBA studies at WSB

POWER OF THE WSB GROUP

13 MBA PROGRAMS



WROCLAW
Franklin University
Master of Business
Administration



WROCLAW
Master of Business
Administration



WROCLAW
Executive MBA –
Project Management



WROCLAW
Executive MBA –
Business Trends



BYDGOSZCZ
Master of Business
Administration



CHORZÓW
Master of Business
Administration



GDAŃSK
Master of Business
Administration



GDAŃSK
MBA Leadership



OPOLE
Master of Business
Administration



POZNAŃ
Master of Business
Administration



POZNAŃ
Executive Master
of Business Administration



SZCZECIN
Master of Business
Administration



TORUŃ
Master of Business
Administration

3 INTERNATIONAL PARTNERS



USA
Franklin University



SWITZERLAND
Swiss Business School



UNITED KINGDOM
University of Northampton

21 YEARS OF EXPERIENCE IN MANAGEMENT EDUCATION



**WSB UNIVERSITIES –
TOP CHOICE
AMONG PRIVATE
INSTITUTIONS OF
HIGHER LEARNING**

In the Ministry of Science and Higher Education report on 2020-21 nationwide higher education admissions, the WSB Universities were again top-ranked for intake into 1st-cycle Bachelor's and long-cycle Master's programs. This year, the WSB Universities' aggregate enrolment into these programs over-totaled 34,000.

Over the 25 years since their foundation, the WSB Universities have educated 400 000 students in their degree programs, including MBA programs, and postgraduate education.



Master of Business Administration studies at WSB University in Wrocław do not only denote the power of many years' experience, a well-thought-out programme and excellent teaching staff. It is also practice, comprehensive knowledge and the focus on current events manifested by our students. Apart from the competences acquired during the sessions, a measurable benefit is generated as the exchange of experience between the participants. This is the idea behind the Master of Business Administration programme.

Dorota Otręba
MBA Program Director



The curriculum is designed not only to broaden students' knowledge, but also their skills. We want the best American experiences to be transferred to the Polish market. The exchange of opinions, sharing good practices, cooperation in selected projects constitute the assets which distinguish our offer.

Dr Joanna Nogieć
Academic Director of the MBA Program



MBA Programme Office

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29-31 Fabryczna St., 53-609 Wrocław

phone: 71 376 23 75, 71 376 23 92
e-mail: mba@wsb.wroclaw.pl

**Wydawca:**

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ul. Fabryczna 29-31, 53-609 Wrocław

Koncepcja:

Centrum Rozwoju Szkół Wyższych
TEB Akademia sp. z o.o.

Druk i oprawa:

VMG Print sp. z o.o.

Wszelkie dane statystyczne dotyczące działalności uczelni przedstawiają stan na koniec roku 2020.

Informacje zawarte w niniejszym informatorze nie stanowią oferty w rozumieniu art. 66 Kodeksu cywilnego.