



Welcome to

WSB University in Poznań, Poland

www.wsb.pl

- WSB University in Poznań
 - Program offerings
- International study experience
- WSB student – number 1 priority
- Practical tips for foreign students

Rector's Welcome



Since its foundation in 1994, Wyższa Szkoła Bankowa w Poznaniu (WSB University in Poznań) has emerged as Poland's leading academic center.

I am proud to see how much WSB University has already achieved. We have been consistently building our image and prestige by providing the highest standard of educational services, which is reflected in top positions in rankings, and by organizing and supporting cultural and educational events. We are determined to further pursue this strategy.

Let me encourage you to find out more about our University's program offerings, visit us and see for yourself what qualities make our university such a superb choice as a starting point into your professional career. You can be confident that we will equip you with the key skills and qualifications you need to be ready for future success.

Professor Józef Orczyk
Rector

Our Key Assets



Trust big university

WSB with its 15,000 students is one of the largest non-state universities in Poland. WSB closely cooperates with numerous companies within the framework of Business Partnership Program.



Work and study

We value your time – our students find it easy to combine their studies with work thanks to a well-designed schedule.

Our internship programs make it possible for students to acquire professional experience while at university.



Practical knowledge and skills

Our curricula are tailored to employers' needs and expectations.

Project based courses teach you good teamwork and communication skills.



Investment in future career

High quality teaching guarantees personal and professional development.

Doctorally and professionally qualified faculty members.

WSB University in Poznań - Overview



"Every single WSB faculty member realizes that their commitment to teaching is reflected in the University's market position. This motivates us to continuously enhance the quality of teaching."

Dr Roman Łosiński

Dean of the Faculty of Finance and Banking of WSB University in Poznań

WSB University in Poznań is a non-state higher education institution. It was founded in 1994 as the first of the nine WSB Universities that currently make up Poland's largest group of collegiate schools of business. In 1998, the University established a faculty in Chorzów, southern Poland, called Wyższa Szkoła Bankowa w Poznaniu Wydział Zamiejscowy w Chorzowie (WSB University in Poznań, Faculty in Chorzów). Another faculty called Wyższa Szkoła Bankowa w Poznaniu Wydział Ekonomiczny w Szczecinie (WSB University in Poznań, Faculty of Economics in Szczecin) was opened in Szczecin, northern Poland, in 2008. Although the two faculties are part of WSB University in Poznań, they are also independent academic units with their own deans, teaching staff and departments.



Location

WSB University campuses are located in three cities: Poznań, Chorzów, and Szczecin.

Become the Face of WSB

We hire our students for all of our promotional materials. All the photographs are taken during professional photography sessions.



Poznań



Poznań is a strong academic and scientific center, fourth after Warsaw, Kraków and the Silesian agglomeration.

- population – 550,000
- almost 115,000 students
- 25 public and non-public universities
- magnitude of job opportunities (2.4% unemployment rate)

What to see in Poznań

- Renaissance Town Hall in the Old Market Square
- Poznań Cathedral in Ostrów Tumski
- Malta Park Railway
- Zoological Gardens
- Citadel Park
- National Museum
- Palm House
- Imperial Castle
- Porta Posnania Interactive Heritage Center
- Old Brewery Shopping Mall

Student life in Poznań

Poznań clubs, bars and pubs are full of students from Monday till Sunday. Some of the places worth visiting are:

- Blueberry Bar, ul. Św. Marcin 40

- Dragon, ul. Zamkowa 3
- Café Mięsna, ul. Garbary 62
- SQ Klub, ul. Półwiejska 42
- W Starym Kinie, ul. Nowowiejskiego 8
- Słodownia at Stary Browar (Old Brewery)
- Meskalina in the Old Market Square
- Basilium, ul. Woźna 21

Calendar of interesting cultural events

- The Contemporary Music Festival "The Poznań Music Spring" - April
- Malta International Theater Festival – June
- Ethno Port Poznań Festival – June
- International Animation Festival Animator – July
- International Contemporary Dance Workshops – August

Tourist information

More information about Poznań may be obtained at the Tourist Information Center located at Stary Rynek 59 or the City Information Center (CIM) at ul. Ratajczaka 44; www.cim.poznan.pl.

Information about Poznań is also available on the following websites:

- www.city.poznan.pl
- www.poznan4u.com.pl
- www.poznan.pl

Chorzów and Silesia Metropolis



Silesia

- one of the key urban centers in the country, the first region in Poland to adopt a Regional Innovation Strategy
- integrating 14 largest cities in the Silesia and Zagłębie Regions
- 2 million inhabitants over a surface area of 1,200 km²
- the best investment areas in Poland - the Katowice Special Economic Zone, a dense road network and the modern Katowice Airport
- the absorptive labor market - almost 200,000 companies and businesses operate within the Metropolis
- good business infrastructure, highly-qualified human resources
- many cultural highlights - theaters, museums, philharmonic halls, galleries, clubs, numerous festivals, exhibitions and concerts
- a wide range of educational opportunities in almost every academic program – 190,000 students, over 45,000 graduates every year

Chorzów

- located in the center of the Upper Silesia Metropolis, in the Silesian Highlands
- annual events like Beer Festival or Chorzów Days
- Poland's biggest funfair, a narrow gauge railway, a large sports stadium and a well-equipped planetarium

More about Chorzów:

www.chorzow.eu

www.chorzow.pl

What to see in and around Chorzów

Fun & leisure

The three biggest clubs in Katowice are: Pomarańcza Club, Spiz Club and Energy 2000 Club. There are a lot of other smaller clubs, cafes, and pubs. Mariacka Street is one of the most important streets of the city center where you can find monuments as well as numerous clubs, pubs, restaurants, and cafes.

www.mariacka.eu

Tourist highlights

Auschwitz and Birkenau Museum in Oświęcim

The museum created thanks to the efforts of former prisoners of Auschwitz-Birkenau, under the Act of 1947 in order to be "for all time" remains of the former German Nazi concentration and extermination camp Auschwitz-Birkenau.

www.auschwitz.org.pl

Pszczyna Castle and Bison Farm

This historic castle is situated in the heart of Pszczyna, a town around 60 km away from Katowice. Only a few hundred meters from the Old Town of Pszczyna, you can visit the BISON CENTER or ZAGRODA ZUBROW, which was created on almost 10 hectares of land. The bison can be seen from a viewing area. You can also see other animals such as deer.

www.zamek-pszczyna.pl

www.zubry.pszczyna.pl

Guido Coal Mine Museum

The mine, established in 1855, is unique in Europe. Through the pit shaft you can go down to the levels of 170 and 320 meters, which is the deepest tourist route in a coal mine in Europe.

Szczecin



Offering access to the Baltic Sea and Odra River, Szczecin is ideally positioned as both a port city and a gateway tourist destination. The forests, nature preserves, lakes and shorelines surrounding the city mean that residents enjoy a high quality of life that only is enhanced by tourism-focused development.

- population – 406 000
- a lot of green areas
- a great place for water sports

What to see in Szczecin

- Castle of the Pomeranian Dukes
- Chrobry Embankment
- St. James Cathedral
- Old Town Hall
- Port Gate
- Loitz House
- Tower of Seven Cloaks
- Church of St. Peter and Paul
- Szczecin Underground

Calendar of interesting cultural events

- Days of the Sea (Polish: Dni Morza) held every June
- European Night of Museums (Polish: Europejska Noc Muzeów)
- Street Artists' Festival (Polish: Festiwal Artystów Ulicy) held every July
- Days of The Ukrainian Culture (Polish: Dni Kultury Ukraińskiej) held every May
- Air show at Dabie airport held every May
- InSPIRATIONS (Polish InSPIRACJE)
- West Pomeranian Science Festival (Polish: Zachodniopomorski Festiwal Nauki) held every September
- Szczecin Music Fest
- Magnolia Rally (Polish: Rajd Magnolii)

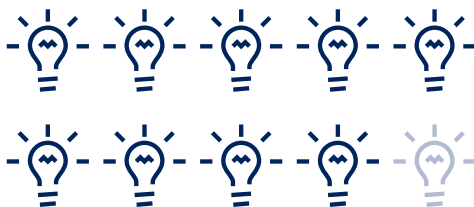
Tourist information

More information on Szczecin you can find on:
www.szczecin.eu

WSB Universities recommended by graduates

9 out of 10 WSB alumni have recommended WSB programs to others.

9 out of 10



Mission of WSB University in Poznań



The WSB University mission runs as follows:

Partners in developing professional careers

The respective elements of the mission convey the following meaning:

We aim to be partners for our students, graduates and employees by building friendly relationships and creating opportunities for exchanging and sharing ideas. We create opportunities for their professional and personal development by providing educational and organizational support. We make sure our students are equipped with skills and competencies that meet the labor market requirements. We make sure that our graduates equipped with practical skills pursue their professional careers in all walks of life. We help our faculty enhance their teaching skills and provide conditions for their involvement in research projects. We make sure our administrative staff benefit from the development opportunities that the University provides

Independent rankings

WSB University in Poznań has been consistently ranked among the top non-state business schools in Poland.



Rankings and accreditations



"When I came to Poznań I knew only three phrases in Polish 'Hello', 'Good bye', and 'Thank you'. I was afraid of how I would be able to cope with the language and life here. I didn't know anybody. My family was in Russia, far away from me. Yet I was determined to stay and start studies in Poznań. The first months were tough, but it wasn't long that I made new friends. They helped me accommodate, and longing for my family and relatives wasn't that terrible."

Karyna Havralova
WSB student, Russia

WSB ranked in top positions

• **No. 1 in Wielkopolska region by Perspektywy 2016 ranking**

WSB University in Poznań tops the 2016 Perspektywy ranking of non-state higher education institutions in the region of Wielkopolska.

• **Best in the region – 2015 ranking of non-state higher education institutions by Wprost**

WSB came 1st in the region of Wielkopolska and 3rd in Poland among non-state higher education in terms of employers' recognition.

• **1st in the region and 3rd in Poland in 2014 government report**

In the 2014 report published by the Ministry of Science and Higher Education WSB was ranked 3rd nationwide in terms of admissions into 1st-cycle (Bachelor's) and 2nd-cycle (Master's) programs at non-state higher education institutions.

• **Region's best collegiate school of business in 2014 Home & Market ranking**

WSB garnered 1st place in the ranking by the Home & Market monthly among both public and private higher education institutions providing business programs.

Distinctions and Accreditations

- the first business school in Poland to be awarded by the Association of Management Education SEM FORUM in recognition of highest educational standards
- the first business school in Poland to receive accreditation from the IACBE, an American accrediting organization, in recognition of the academic excellence of its business programs in Finance and Accounting, and Management
- the Executive MBA Program - the first program in the region of Wielkopolska and the second in Poland to be accredited by the Association of MBAs



Student - number 1 priority



"I come from Guinea, a country located in West Africa, but now I live in Poland. I decided to start my studies at WSB University in Poznań and I don't regret that decision. My specialization is IT. The IT sector is developing very dynamically and I have no doubts that my qualifications acquired at WSB will be a guarantee for great job prospects. After graduation I would like to work as a computer programmer for an international company. My dream, however, is to open my own company."

Daouda Kaba

WSB student, Guinea

WSB University in Poznań is a student-centered institution, whose core values are **practicality** and **friendliness**.

- **SPRINGBOARD FOR CAREER** – WSB University in Poznań provides assistance in acquiring practical skills and competencies that are necessary on the labor market. WSB students can take part in free professional courses or workshops run by experienced practitioners. It is also possible for our students to meet a career consultant.
- **STUDY/WORK ABROAD** – Students can participate in the Erasmus student exchange program in one of WSB partner schools across Europe. WSB students have also an opportunity to do 3-month internships in different companies located mainly in Great Britain, Germany or Malta. Additionally, WSB students can take advantage of the direct-entry scheme in cooperation with the University

of Bedfordshire, England, thanks to which they are awarded a Polish and British Bachelor's degree. What is more, graduate students can be awarded a Master's double-degree thanks to cooperation with Matej Bel University in Bańska Bystrzyca, Slovakia.

Higher education program offerings

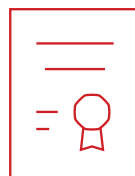
WSB's rich product portfolio includes:

- first-cycle (Bachelor's) and second-cycle (Master's) programs
- postgraduate courses
- the Executive Master of Business Administration program
- the Master of Business Administration program
- language courses
- professional training courses
- the University of All Ages.

WSB Universities valued highly by employers

4.63

The average rate given by employers evaluating their cooperation with WSB Universities (on a 1-5 scale).



Bachelor's degree

It takes 3 years to complete a Bachelor's degree program. Students may choose from among the following:

Program	Poznań	Chorzów	Szczecin
Administration	X		
Internal Security	X		
Finance and Accounting (IACBE accredited)	X	X	X
International Trade	X		
Information Technology	X	X	
Management (IACBE accredited)	X	X	X
Engineering Management	X	X	
Logistics	X	X	X
Business Law	X	X	X
Tourism and Recreation	X	X	X
Psychology in Business	X	X	X
English for Business Purposes		X	
National Security		X	
Pedagogy		X	X
Security in Business and Administration			X

Master's degree

It takes 2 years to complete a Master's degree program. Students may choose from among the following:

Program	Poznań	Chorzów	Szczecin
Finance and Accounting (IACBE accredited)	X	X	
Management (IACBE accredited)	X	X	X
Tourism and Recreation	X		
Law*	X		
National Security		X	
Pedagogy			X

* 5-year program

Study in English

Programs will be available from the academic year 2017/18

Bachelor's degree program in Management with two specializations in International Business, and Entrepreneurship (Poznań)

Core Courses	Specialization Courses	
	International Business	Entrepreneurship
Economics	International Management	Starting a Business
Application of Mathematics in Management	Developing Managerial Skills	Law in Business
Social Communication	Foreign Trade Transactions	Managerial Decisions
Financial Market	International Business Negotiations	Creativity
Psychosocial Problems of Organization	International Business Environment	Managing Family Business
Logistics Management	International Marketing	Sources of Financing Your Own Business
Marketing	Organizational Change	Teamwork Efficiency
Business Negotiations	International Finance	Innovation
Preparation for Labor Market	International Strategy and Business Operations	Building Network of Contacts
Human Capital Management		Internationalization of Small and Medium-Sized Enterprises
Marketing Research		Administrative Conditions for Running a Company
Descriptive Statistics		Mediations
Foreign Language		

Master's degree program in Management with a specialization developed in partnership with the ArcelorMittal company (Chorzów)

Core Courses	Specialization Courses
Foreign Language	Corporate Finance Management
Concepts of Management	Project Budgeting and Financing
Economic Law	International Accounting Standards
Strategic Management	IT Systems in Finance
Quantitative Methods in Management	Organization of Work and Corporate Culture
Psychology of Management	Communication, Conflicts and Negotiations
Management Accounting	Introduction to Methodology of Services Management
Process Management	
Training of Managerial Skills	
Change Management and Restructuring	
Marketing Strategies	
Global Economy	

WSB University in Poznań provides courses of Polish for international students.

International cooperation



"At WSB I have managed to participate in student mobility programs twice. I have had an opportunity to study at two different partner universities in Europe. Thanks to this I have met and made friends with a lot of wonderful people from all over the world. I have gained international experience and improved my foreign language skills. Such mobility programs, and especially Erasmus+, are a great chance for students to become more competitive on the labor market. Without any hesitation I can recommend Erasmus+ to anybody. At no point will you regret this experience."

Piotr Perliński
WSB student

We aim to constantly improve the quality of education. One of the methods to accomplish this aim is to increase the degree of internationalization by, among others, providing student and faculty exchange programs, e.g. Erasmus+. We also aim to constantly enhance our educational offer by delivering courses in English. We make sure that our students acquire skills and competencies that help them understand the global business and social environment. We believe that international topics are adequately covered in the curriculum. Our students can choose to do part of their studies and/or internships abroad. We cooperate with over 50 European and 2 American higher education institutions.



Erasmus+

Erasmus+ is an EU mobility program for education, training, youth and sport. We have been actively participating in the program since 1999. Every year we offer our students the possibility of

enhancing their knowledge and acquiring new experiences in one of our partner schools or partner companies across Europe. Student mobility retains a position of central importance at WSB University in Poznań. Since 1999 nearly 500 WSB students have taken part in the program.

Erasmus+ provides opportunities to:

- study in an international setting
- learn and improve foreign language skills
- participate in an internship program
- study in a partner school without having to pay tuition fees
- obtain a scholarship
- explore the culture of a host country
- make friends with students of different nationalities
- acquire hands-on experience that is valued so much by prospective employers

In a friendly atmosphere

The vast majority of students (66%) claim that atmosphere at WSB University is more friendly than at other universities.



Friendliness at WSB:

28%
definitely
more friendly



38%
more
friendly

26%

as friendly as other
universities



Double degree program

In 2015 WSB University in Poznań entered into partnership with the University of Bedfordshire, England. Thanks to this partnership our Bachelor's degree students who major in Finance and Accounting or Management have an opportunity to study in their final year in England. Thus students are able to obtain a double degree from the University of Bedfordshire and WSB. WSB University also cooperates with Matej Bel University in Slovakia. Thanks to this partnership Finance and Accounting students at a Master's level can be awarded a double-degree.

Poznań:

Krzysztof Sajon

– Head of International Relations Office
e-mail: krzysztof.sajon@wsb.poznan.pl
tel. +48 61 655 33 91

Chorzów:

Monika Tomaszewska-Fatyga

– Head of International Relations Office
e-mail: monika.tomaszewska-fatyga@chorzow.wsb.pl
phone: +48 32 3498 421

International Relations Office

We organize and support student and faculty/staff exchange within bilateral partnership agreements and the Erasmus+ Program. We offer assistance to WSB students who wish to study abroad. We give advice and support to international students.

We support faculty and staff both from WSB University in Poznań and partner institutions who intend to deliver lectures, conduct classes and participate in international projects, aimed at developing an „European Dimension.”

We also handle work placements and internships abroad for students within the framework of Erasmus+.



Poland

- population – 38.5 mln
- area – 312,679 km²
- capital – Warsaw (population – nearly 2 mln)
- currency - Złoty (PLN) = 100 groszy (gr.)
- EU member state since 2004

Living costs

The cost of living in Poland is relatively low compared to e.g. France, Great Britain, Germany, Spain or Italy. The cost of living varies considerably between the cities and the rural areas, with Warsaw being by far the most expensive location.

Labor market

EU students are allowed to work in Poland without any work permits. Many of them do part-time or temporary jobs..

Typical costs include:

- 1 liter of milk: PLN 2.00
- loaf of bread: PLN 1-4
- 1.5 liters of mineral water: PLN 1- 2.50
- 1 kg apples: PLN 2-4
- 0.5 kg pasta: PLN 3
- 1 liter petrol: PLN 4.90
- bottle of beer: PLN 2.50
- lunch in a bar: PLN 10-20
- restaurant meal: PLN 25-50
- cinema ticket: PLN 15-20
- cottage cheese: PLN 2-3

Calendar - important dates

Holidays in Poland

January 1st – New Year's Day
Easter Monday – movable feast (March/April)
May 1st – May Day
May 3rd – Constitution Day
Corpus Christi – movable feast (June)
August 15th – Assumption of the Blessed Virgin Mary
November 1st – All Saints' Day
November 11th – Independence Day
December 25th – Christmas Day
December 26th – St. Stephen's Day
More on Poland: www.poland.pl

Basic phrases in Polish

- **Yes** – Tak (tak)
- **No** – Nie (nye)
- **Hello** - Cześć (cheshch)
- **Good morning** - Dzień dobry (djen dobry)
- **Good bye** – Do widzenia (doveedzenya)
- **Thank you** – Dziękuję (djenkooye)
- **My name is** – Nazywam się (nazivam shye)
- **How are you?** – Jak się masz? (yak shye mash)
- **I don't understand** – Nie rozumiem (nye rozoomyem)
- **I understand** – Rozumiem (rozoomyem)
- **Sorry** - Przepraszam (psheprasham)
- **You're welcome** – Proszę (proshe)
- **How much is it?** – Ile to kosztuje? (eele to koshtooye)
- **Where is the cashpoint?** – Gdzie jest bankomat? (gdjye yest bankomat)
- **I don't have any loose change** – Nie mam drobnych (nye mam drobnih)
- **Do you accept credit cards** – Czy akceptujecie karty kredytowe (chi acceptooyetchye karti kreditove)
- **What does it mean?** – Co to znaczy? (tzo to znatchi)
- **Do you speak English?** – Czy mówisz po angielsku? (chi mooveesh po angylskoo)
- **More slowly please** – Wolniej proszę (wolnyey proshe)
- **See you** – Na razie (na razye)
- **I am from...** - Jestem z... (yestem z)
- **I am a student** - Jestem studentem (yestem stooudentem)



Important addresses and contact information

Address:

Wyższa Szkoła Bankowa w Poznaniu, Wydział Finansów i Bankowości

WSB University in Poznań, Faculty of Finance and Banking

ul. Powstańców Wielkopolskich 5, 61-874 Poznań, Poland

www.wsb.pl/poznan

Wyższa Szkoła Bankowa w Poznaniu, Wydział Zamiejscowy w Chorzowie

WSB University in Poznań Faculty in Chorzów

ul. Sportowa 29, 41-506 Chorzów, Poland

www.wsb.pl/chorzow

Wyższa Szkoła Bankowa w Poznaniu, Wydział Ekonomiczny w Szczecinie

WSB University in Poznań, Faculty of Economics in Szczecin

al. Wojska Polskiego 128, 70-491 Szczecin, Poland

www.wsb.pl/szczecin

WSB Universities

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