



**Wyższa Szkoła Bankowa
Gdańsk Gdynia**

study in Poland

time to study, time to work, time to live

**BACHELOR'S DEGREE PROGRAMMES
ENGINEERING DEGREE PROGRAMMES
MASTER'S DEGREE PROGRAMMES**

www.wsb.pl/english

Get to know WSB Universities

WSB in Gdańsk and Gdynia are a part of the largest group of private universities in Poland.

For many years we have been educating in such a way as to show that it is possible to combine learning with work and private life. Regardless of whether they are tertiary, postgraduate studies or training sessions, we operate following the idea of work-life balance. Practical knowledge provided by experts and the openness of our lecturers and administrative staff make studies at WSB a time to gain experience and an unforgettable adventure.

Over

400 000

students have trusted WSB Universities



We are the most frequently chosen non-public universities in our regions according to the Ministry of Education and Science (data on recruitment for the academic year 2021/2022).

The first WSB University was established 28 years ago. We have come a long way during this time. From a small, local university, we have turned into a distinguished and valued brand.



28 years

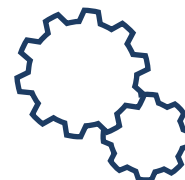
of experience





over 230

university fields
of study



over 700

postgraduate
programmes

We work with representatives of business and foreign universities. We are very active in obtaining funds from the European Union, which results in co-financed studies, training and projects. Thanks to this, the students during classes benefit from the experience of our partners and take part in internships, apprenticeships, study visits to companies and trips abroad.

9 out of 10



90.6% of graduates would recommend studies at WSB Universities to their friends.

Source: "WSB student opinion poll" conducted in April-May 2021 by the Center for the Development of Higher Schools TEB Akademia sp.z o.o. for WSB University. Sample n = 23.045 1st and 2nd-cycle students and uniform Master's studies



Presence in many cities in Poland gives us the opportunity to exchange experiences.

What makes us unique?



1.

Our lecturers are practitioners

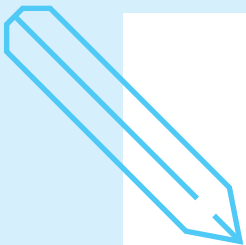
At WSB University students meet exciting and innovative individuals – businesspeople and practitioners who manage their own businesses daily or are employed by companies that are regionally recognized brands. Our lecturers are people with passion and excellent knowledge who are happy to share it. They teach students what they find useful in the industry with which they associate their future.



2.

We have modern programmes of study

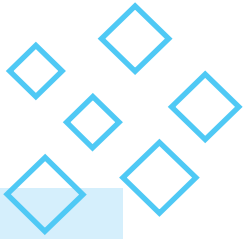
We believe that practical skills are essential, and students ought to get their first experience during their studies. At WSB Universities, they learn, among others analyzing case studies, taking part in workshops, exercises, discussions, simulations and other interactive activities. This modern approach to education gives our students more significant opportunities in the dynamic labour market. To make it easier for them to balance all their activities, we compose the class timetable to blend work and study without any problems.



3.

We support studying with technology

Technology has become an integral part of the modern education process. Online meetings with the lecturers, quizzes, tests, innovative Internet platforms, audio-visual materials as well as the original presentations by relevant researchers have become part of the catalogue of the devices commonly used in the process of education at university. Our students have permanent access to online learning resources through the Moodle platform, use MS TEAMS and digital library.



4.

Our curricula are tailored to employers' needs

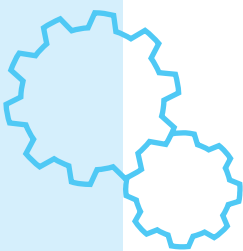
Our curricula are tailored to employers' needs and expectations. Project based courses teach students good teamwork and communication skills. The WSB University in Gdańsk runs full-time as well as part-time degree programmes. Students can choose from a wide array of first-cycle (Bachelor's and Engineer's), second-cycle (Master's) and longcycle (Master's) programmes, MBA programmes, and postgraduate courses.



5.

We have well-organised studies

Our students find it easy to combine their studies with work thanks to a well-designed schedule. Our programmes make it possible for students to acquire professional experience while at university.



6.

We appreciate the creativity of students

Studying is not only about attending university, working and developing a network of contacts that may pay off in the future. Studies are also a time to pursue passions, interests and open up to new opportunities. It is a time of making friends, joint student trips and parties. As a university, we have a lot to offer, and we support even the craziest student designs. Our students spend their time actively. Sports activities, events, trips, workshops and meetings with interesting people as part of student academic clubs are just some of the attractions that wait for them after classes.

WSB University – overview



Ladies and Gentlemen,
Choosing a university is one of the most important decisions in one's life. It has an elementary impact on one's future professional career and satisfaction from the knowledge one has acquired. Therefore, the decision should be taken with utmost prudence. I am confident that the educational programme of WSB in Gdańsk shall satisfy such decisions. We have been developing the shape of our educational programme on the basis of many years of work market observation. Our university owes its leading position to the highly qualified teaching staff, to the professionals in the administrative team and to modern teaching methods. Educating highest class professionals that will be respected and will hold a good reputation on the work market has been and always will be the priority of WSB. You are, hereby, cordially invited to study at WSB University in Gdańsk.

Jan Wiśniewski
Professor, PhD Hab.
Rector of WSB University in Gdańsk

On the campus in Gdańsk students will find:

buildings (A and B)

7500 m² of the total area
in the buildings

45 lecture halls

18 teaching labs including
2 engineering labs and
a trading lab

4 student zones,
2 canteens

photocopying facility

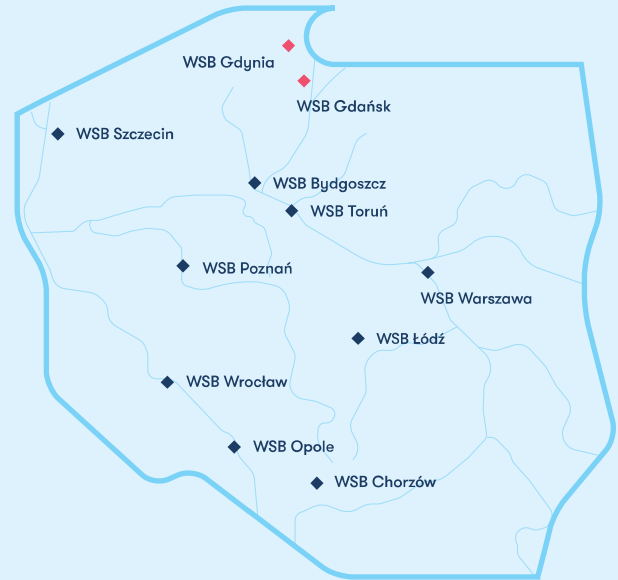
graphic design workshop
and a photo lab

2.5 hectares of green area

In 2010, our university established new faculty called WSB University in Gdynia.

Although the faculty is part of WSB University in Gdańsk it is also independent academic unit with its own dean, teaching staff and departments.

The WSB University in Gdańsk is part of Poland's largest educational group incorporating 11 higher education institutions countrywide. Since its foundation 20 years ago, the university has consistently ranked among the region's leading private institutions of higher education. Its vision statement commits it to employing state-of-the-art teaching methodology and to developing practicable skills that are key requisites in the workplace.



Gdańsk Campus

WSB University in Gdańsk Campus, located at 238A, in Grunwaldzka street, near the centre of Wrzeszcz (a district of Gdańsk), is easily accessible by various means of public transport. The university comprises of two buildings housing lecture halls, labs, a library and administration offices. There is a cinema complex and a theatre nearby, and you may use a library, do the shopping in nearby shopping centre, and visit a restaurant or a club.

Gdynia Campus

The WSB University in Gdynia is located in a building at 35/37, Ślaska street. Municipal railway network stop and railway stations as well as a bus depot are located nearby. At students' disposal, they have two student zones, a library, a bar, and labs and lecture halls. There are public libraries, cinemas, shopping centres, cafes, and restaurants near the university.

On the campus in Gdynia students will find:

3000 m² of the total area

20 lecture halls

a canteen

2 student zones

a photo lab

6 teaching labs and engineering labs

library

bar

We are the most frequently chosen private university in Pomerania

Independent rankings and accolades that have been awarded to us over the years prove that it is good to study with us. See what positions in the rankings and accreditations we have to our credit.

According to the report on recruitment results for the academic year 2021/2022 issued by the **Ministry of Education and Science**, **WSB University in Gdańsk, together with Gdynia faculty, constitutes the most frequently chosen private university in Pomerania**. WSB Universities are a brand of private universities that enjoy the considerable trust of candidates for studies in Poland.



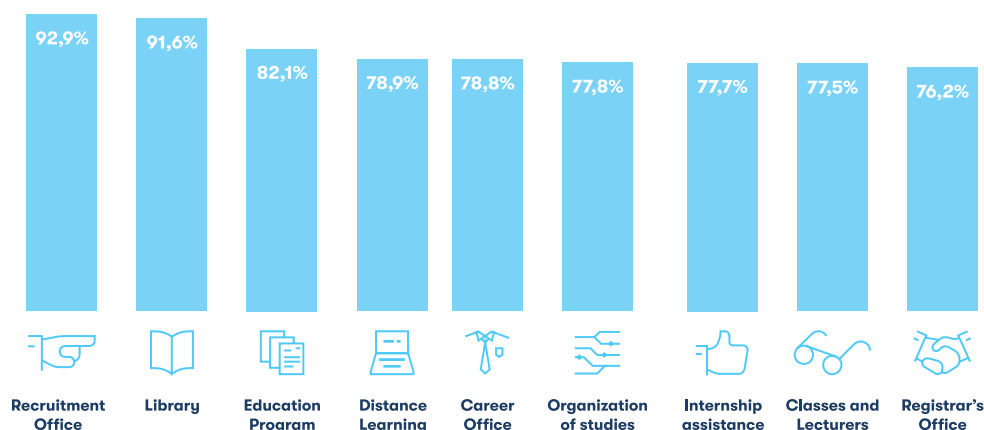
IACBE accreditation

The quality of our business studies has been proven by the international accreditation of the **International Accreditation Council for Business Education (IACBE)**, a certificate of quality that validates the university meeting specific requirements for an efficient functioning, high standard of teaching, innovative management, and good relations with business. The accreditation guarantees the students obtain professional knowledge and skills and a diploma of study that counts on the labour market. The accreditation has been granted in finance and accounting, logistics, tourism and recreation, and management. Receiving the IACBE accreditation is a prestigious distinction and commitment to permanently improving the quality of education at our universities.

The opinion of students and graduates is essential to us. We annually conduct the Brand Attribute Survey (BAS). We ask our current and former students for information about what they have enjoyed in their studies and which facets of studying at our University still need improvement. The questions include their opinion on the curriculum, the organization of classes, and job satisfaction after graduation. We also provide the feedback form to company representatives. This way, we check whether our graduates have skills valued in the labour market. We analyze all the responses from the forms, and the conclusions help us customize our offer even more to the needs of the students and their prospective employers.

Students' opinion on WSB Universities

The students assessed their studies taking into consideration various areas. The university obtained positive assessment in all of the fields.



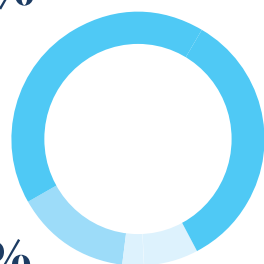
% of students who rated the indicated areas very good or good

WSB Universities students positively assessed distance learning

Assessment of conducting classes in the online formula

78.9%

assessed very good or good



14.0%

assessed satisfactory

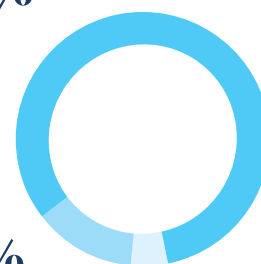
7.1%

assessed poor or very poor

Assessment of the Moodle e-learning platform

82.4%

assessed very good or good



12.9%

assessed satisfactory

4.7%

assessed poor or very poor

Source: "WSB student opinion poll" conducted in April-May 2021 by the Center for the Development of Higher Schools TEB Akademia sp. z o.o. for WSB University. Sample n = 23,045 1st and 2nd-cycle students and uniform Master's studies.



Why do I like my studies? First of all, the lecturers treat us as partners, they are simply "human", you do not feel the student-lecturer gap. I learn something new and interesting in each class. In addition to studying, I also have time for other matters that are important to me. I am fulfilling myself as a volunteer, helping in a nursing home, orphanages, and a single mother's home.

Wiktoria Szemajda
WSB University student

Our students study easefully and use modern technologies

Now is an excellent time to get to know our university better. These pages supply information on amenities that allow students to focus on their studies and everyday student life. You will also read about the use of modern technologies in class.



At the university, the students:

- participate in lectures and exercises that take place in comfortable and well-equipped rooms,
- borrow books and magazines home or use them in the reading room,
- can duplicate their notes at copy places,
- connect to the Wi-Fi network,
- enjoy a sandwich or lunch between classes,
- can rest in customized student zones, and on warmer days, in the green section of our campus.



The university premises are situated in well-connected parts of Gdańsk and Gdynia so that you can get to your classes comfortably and on time. The campus is located in Gdańsk at al. Grunwaldzka 238A, near the center of Wrzeszcz district. The university in Gdynia is located at ul. Śląska 35/37.

Students with special needs can take advantage of our facilities.

At WSB University in Gdańsk, these include:

- elevators that will take you to classes on the higher floors. Gdańsk and Gdynia WSB Universities provide:
- special equipment: laptops, voice recorders, e-book readers, electronic magnifiers,
- individual course of study, adjustments in the conditions of participation in classes and their completion,
- Braille signs found on the campus.



At WSB University, we have created a modern space perfect for the interaction of science and technology.



Moodle

It is a modern educational platform thanks to which students can gain knowledge sitting in a comfy armchair, strolling in a forest or by a lake whenever they want; all they need is Internet access.

Modern Student Service Office (SSO)

The Student Service Office is open seven days a week, from 9:00 am to 5:00 pm. The students can report all matters regarding the course of studies in person and online. Thanks to the electronic student book, they can check their grades from home.



Extranet

Our internal website makes the student life more convenient; it is easy to use and enables the students to contact the university 24 hours a day, seven days a week. It includes class schedules, news updates, grades, and payment information.

Digital library

It is a joint project of WSB Universities and the University of Lower Silesia. Check out the website www.biblioteka.cyfrowauczelnia.pl. Here you will find over 2,000 materials from various fields of science; not only books and magazines but also film recordings of experts and descriptions of case studies.

MS Teams

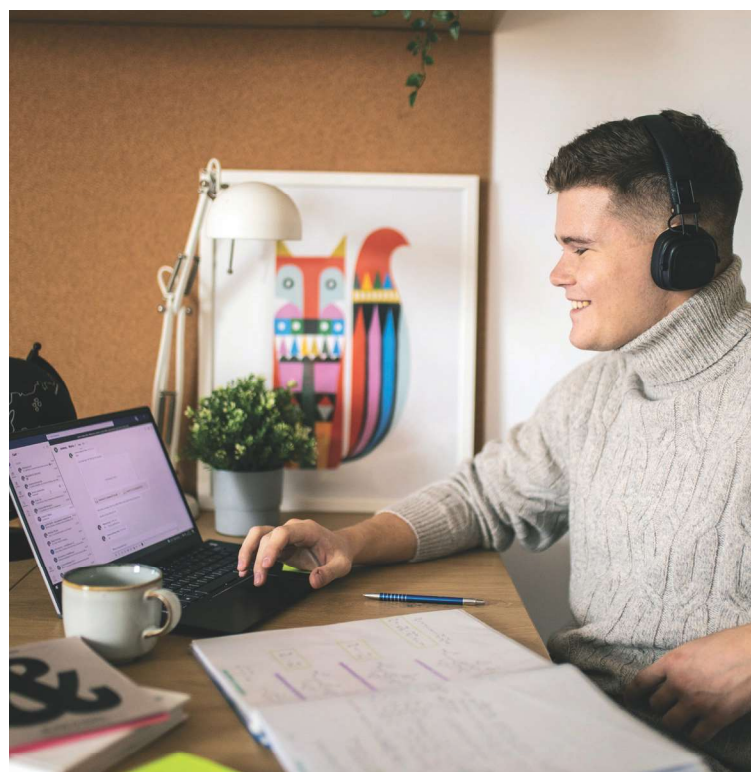
It is the best-rated remote communication platform by Microsoft. It facilitates integrating the relevant conversations, connections, content, documents and applications needed by faculty and students in one space.

Industry Business Simulations by Revas

The students have the chance to gain their first experience as entrepreneurs and prove themselves in the online world before actually investing their own money. Acquiring customers and business partners, setting prices, buying equipment and materials, and even hiring employees are the tasks the students will face during class using business simulations. Thanks to these business simulations, we teach how to run your own company, make strategic decisions under time pressure, and work in a team.

Microsoft 365: free licenses

Our students get an A3 license, which includes popular applications, including Outlook, Teams, Word, PowerPoint, Excel, OneNote, SharePoint, Sway, and Forms. Consequently, the students can collaborate and communicate without interruption, thus creating joint projects together with their lecturers during the courses. If they come to pursue classes in the remote formula or choose hybrid studies from our offer, the students will meet the lecturer and their peers in the real-time classes in the MS Teams application. MS Teams is one of the best-rated distance communication platforms in the world. The students will get access to it under the MS 365 license.



Benefits for the students:

- taking part in online classes and working on projects in subgroups, and the “breakout rooms” function is perfect for this task,
- creating individual notes and reporting when they want to say something (“raise hand” function),
- a possibility of complete integration with Office 365; the students receive the license from the university,
- using chat and a question-and-answer system to contact the teacher,
- possibility of downloading the application to their phones and using it at their convenience.

Discover more about our study programmes

How is a Bachelor's degree different from an Engineering degree, and what does it take to get one? How is the full-time form of study different from the extramural one? You will learn about all of this in this part of the guide.

Bachelor's degree



These are first-cycle studies leading to a Bachelor's degree.



The programme lasts six semesters, or three years, during which students gain practical knowledge and professional experience.



This is the most popular type of tertiary education at WSB Universities. Currently, we offer as many as sixteen undergraduate programs in various fields.



The graduates can apply for jobs that require a tertiary education diploma. They can also pursue their education further at Master's, Master's with postgraduate, independent postgraduate or MBA programmes.

Engineering programme



These are first-cycle studies concluding with obtaining a degree in engineering.



The programme lasts seven semesters, or three and a half years, during which students gain practical knowledge and professional experience.



During these studies, the majors include knowledge of engineering and technical sciences. At WSB University, we offer three fields of study: Logistics, Engineering Management, and IT.



The graduates may apply for positions requiring tertiary education or tertiary education in engineering diploma. Further, they can continue their education at Master's, Master's with postgraduate, independent postgraduate or MBA programmes.

Long-cycle Master's degree



These studies end with obtaining a Master's degree. Under the law on tertiary education, they must not be divided into first-cycle and second-cycle studies.



The programme lasts ten semesters, or five years, during which students gain practical knowledge and professional experience.



At WSB Universities, we offer long-cycle Master's studies in law, psychology, and pre-school and early school education.



The graduates can take an exam for further legal training of their choice (e.g. a judge, a barrister, a solicitor, public a prosecutor, a notary, a bailiff, or a probation officer), as well as plan further academic development and obtain a Ph.D. or develop further on postgraduate, MBA, or Executive MBA studies.

Master's degree



Students can enroll in them after obtaining a Bachelor's or engineering degree.



These studies last two years (four semesters) and end with the thesis's defence and obtaining a Master's degree.



The graduates can pursue their education further at Master's with postgraduate, independent postgraduate or MBA programmes.

Full-time studies

In full-time studies, classes are held on weekdays. We try to arrange classes so that you can do all the compulsory classes 3-4 days a week.

Extramural studies

The timetable is organized over weekend meetings (and some Friday evenings, online) in these studies, on average, once every two weeks.

Hybrid studies: what are they in practice?

The technological and digital transformation that has significantly accelerated recently means that new competences will be valuable in most modern professions. Keep reading and find out how we respond to this current need and what hybrid studying incorporates. It seems that remote working will remain a permanent element of our reality.

In response to the ever-changing realities and requirements of the labour market regarding digital competences, our university opted for a modern solution in education.

Hybrid studies are a proposal for people who want to go beyond the standard structure of formal study. If they want to bring together various activities and prefer not to commute to the university every day, these studies are a superb choice. Hybrid studies become a perfect solution whenever a professional career, an absorbing passion, or other obligations prevent regular attendance at university.



This year's offer of first-cycle studies includes a selection of specialties that can be studied in this form. How does it work in practice? Contacting the course coordinators and other students is possible in real-time (synchronously) via the Internet. And when you take part in traditional classes following the agreed timetable, you get to know your peers and mentors in person.

Organization of study programmes

- The lectures and practicals are held synchronously on the MS Teams platform or in the lecture halls.
- Each course is carried out as part of a separate team at MS Teams, where a course coordinator issues the course materials and assignments.
- We take advantage of other technologies that make the classes captivating and interactive, and the students have access to computer labs.
- The students can consult the lecturer via instant messaging, e-mail or a discussion forum.
- As they trim the number of journeys to the university, the students save time and money.

Programmes available in Polish

BACHELOR'S DEGREE

Administration	Gdańsk
Cosmetology	Gdańsk
Dietetics	Gdańsk
Finance and Accounting in Business *	Gdańsk / Gdynia
Internal Security	Gdańsk / Gdynia
International Relations	Gdańsk
IT *	Gdańsk / Gdynia
Law in Business	Gdańsk
Logistics	Gdańsk / Gdynia
Management *	Gdańsk / Gdynia
Multimedia and Computer Graphics	Gdańsk
Pedagogy	Gdańsk / Gdynia
Philology	Gdańsk / Gdynia
Psychology in Business	Gdańsk / Gdynia
Tourism and Recreation	Gdańsk / Gdynia

ENGINEERING DEGREE

Engineering Management	Gdańsk
IT *	Gdańsk / Gdynia
Logistics	Gdańsk / Gdynia

LONG-CYCLE MASTER'S DEGREE

Law	Gdańsk
Pedagogy	Gdańsk
Psychology	Gdańsk

LONG-CYCLE MASTER'S DEGREE

Finance and Accounting in Business	Gdańsk
Internal Security	Gdańsk
IT	Gdańsk
Logistics	Gdańsk
Management *	Gdańsk / Gdynia
Management for engineers	Gdańsk
Pedagogy	Gdańsk
Philology	Gdańsk
Tourism and Recreation	Gdańsk

*some specialisations are available also in English

We have also MA with postgraduate studies and postgraduate studies. See more: www.wsb.pl/gdansk and www.wsb.pl/gdynia

Programmes available in English



WSB in Gdańsk

Bachelor's degree

Finance and Accounting
- International Finance

Management
- International Business

Management
- International Business
- BA Business and Management top-up
with University of Northampton

Management
- Tourism and Hotel Management

Engineering degree

Information Technology
- Software Development

Master's degree

Management
- Corporate Finance Management

Management
- International Business Management

Management
- International Logistics Management

Management
- IT Project Management



Over 400 000 students have trusted us

Important addresses and contact information

Address:

WSB University in Gdańsk
al. Grunwaldzka 238 A,
80-266 Gdańsk, Poland

Admissions Office

tel.: +48 58 522 77 80
e-mail: admission@wsb.gda.pl

International Relations Office

tel.: +48 58 522 77 81
e-mail: international@wsb.gda.pl

www.wsb.pl/english