



UNIVERSITY of INFORMATION  
TECHNOLOGY and MANAGEMENT  
in Rzeszow, POLAND

# BUSINESS MANAGEMENT

BA

# WHAT IS BUSINESS MANAGEMENT?

Shape your future in the dynamic world of global business

A **BA in International Business Management** at UITM equips you with the mindset and knowledge to understand how global business operates. The programme develops your strategic thinking, analytical skills, and leadership abilities, preparing you to manage organisations and projects in an international environment.

You will learn how to adapt business strategies across cultures, identify global opportunities, and make decisions that drive growth and innovation. With a strong focus on leadership, creativity, and ethical management, you'll be ready to succeed in the dynamic world of international business.



# THE WAY WE TEACH



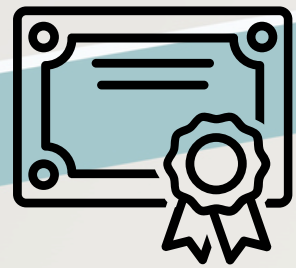
At UITM, we believe that business knowledge grows strongest through real-world application. Our classes combine theory with case studies, simulations, and team projects that reflect the challenges faced by modern companies. This approach ensures that you not only understand concepts but can apply them confidently in professional settings.



You'll learn from international lecturers and industry professionals who bring real business experience into the classroom. Their insights and mentorship help bridge the gap between academic learning and industry practice, preparing you for leadership roles in today's global marketplace.



# REASONS TO STUDY



## Certification

**Earn an internationally recognised BA in International Business Management, confirming your skills in leading and managing global projects.**



## Experience

**Learn from international lecturers and practitioners who bring real business insights from across the world.**



## Practice

**Participate in business simulations and group projects that mirror real management situations, helping you develop confidence in decision-making and strategic thinking.**



## Opportunity

**Study in Rzeszów, a growing international business hub offering internships, networking events, and valuable connections that can launch your global career.**

# EXAMPLE SUBJECTS



**Microeconomics**

**Financial Markets**



**Project Management**

**International Marketing**



**Public Finance**

**Negotiations in International Business**



# CAREER OPPORTUNITIES



**Marketing Manager**



**Trading Professional**



**Executive Positions**



**Business Analyst**



**Sales Specialist**



**Market Researcher**



**Risk Analyst**



**Planning & Control Specialist**

# Benefits of studying at UITM



**Quality Education**  
Affordable Tuition Fees



**Diploma**  
Recognized Worldwide



**Cisco, Microsoft, IATA, ArcPort**  
Training Programmes



**Lufthansa**  
Patronage for Aviation Management



**Prestigious Certificates**  
Free for our best students



**Internships**  
at International Companies



**Great Job Opportunities**  
in Global Industries



**Mobility**  
with 50+ Partner Universities



**Internationalization**  
Students from 70+ Countries



**Unique Student Experience**  
in Rzeszów, Poland, Europe