

Subject card

Subject name and code	Negotiations Strategies, PG_00122145						
Field of study	International Economic Relations						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	postgraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	part-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			4.0		
Learning profile	academic	Assessment form					
Conducting unit	Zakład Handlu Zagranicznego -> Katedra Biznesu Międzynarodowego -> Faculty of Economics -> Rektor						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Monika Grottel				
	Teachers		dr Monika Grottel				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	20		0.0		0.0	20
Subject objectives	As a result of passing the course, the student will gain in-depth knowledge of the specifics of trade negotiations with foreign contractors, will learn the strategies, techniques and tactics of conducting negotiations in international trade, will acquire the ability to make decisions in the field of planning the trade negotiation process and choosing appropriate forms and methods of conducting negotiations. The student will also become familiar with the case study method used in the analysis of selected negotiation strategies.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	The student is able to manage the work of a team and cooperate and work in a negotiation team, especially an international one, taking a leading role in it.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[MSGMU2_U07] can plan and manage a commercial transaction on the international market, conduct effective negotiations, analyse and critically assess the course of the transaction	The student is able to plan the negotiation process on the international market and manage its implementation, conducts effective negotiations, analyzes and critically evaluates their course.	[SU5] implementation of a problem task
	[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	By participating in the negotiation process, the student is ready to respect and develop the principles of professional ethics and corporate social responsibility.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSGMU2_W09] has an in-depth knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	The student has in-depth knowledge of negotiation strategies used by companies active on the international market, understands the conditions, principles and consequences of decisions made in the negotiation process.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements	The student is ready to independently identify, diagnose and responsibly resolve dilemmas and various variants of solutions related to the negotiation process, practicing the profession of a negotiator and developing negotiation skills.	[SK2] presentation/project/paper/report [SK5] implementation of a problem task
	[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	The student has in-depth knowledge of a person as an individual participating in the business negotiation process.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
Subject contents	<ol style="list-style-type: none"> 1. Communication is the basis of negotiations in international business: the essence of communication, the communication process, barriers to effective communication, communication channels, marketing communication. 2. Principles of communication in the negotiation process: verbal matching, non-verbal matching, verbal communication, non-verbal communication, dominance in negotiations, sympathy in negotiations. 3. The essence of conflict in business relationships: causes of conflict, forms and types of conflict, phases of conflict, effects of conflict, ways of resolving conflicts. 4. Negotiations in international business: definition of negotiations, types of negotiations. 5. Phases of the negotiation process. 6. Business negotiation environment. 7. Parties of business negotiations: buyer, seller, negotiation team, profile of an effective negotiator: personality traits and predispositions, types of negotiators. 8. Negotiation styles: dominance, accommodation, avoidance. 9. Negotiation tactics and techniques. 10. The best alternative to a negotiated agreement - BATNA. 11. Cultural determinants of business negotiations. 12. Negotiations with a difficult opponent. 		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	presentation of a group project	51.0%	40.0%
	3 negotiation games	51.0%	30.0%
	activity during the classes	51.0%	20.0%
	individual homework	51.0%	10.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. Pałgan R., Natura negocjacji handlowych, Wydawnictwo Gdanskiej Szkoły Wyższej, Gdansk 2012. 2. Lewicki R.J., Saunders D.M., Barry B., Minton J.W, Zasady negocjacji, Wydawnictwo Rebis, Poznan 2008. 3. Brdulak H, Brdulak J., Negocjacje handlowe, PWE, Warszawa 2007. 4. Necki Z., Negocjacje w biznesie, Wydawnictwo Profesjonalnej Szkoły Biznesu, Krakow 2006. 	
	Supplementary literature	<ol style="list-style-type: none"> 1. Głowik M., Komunikacja niewerbalna w kontaktach interpersonalnych, Wydawnictwo Promotor, Warszawa 2004. 2. Komunikacja międzykulturowa w integrującej sie Europie, red. K. Karcz, CBI E AE, Katowice 2004. 3. Hofstede G., Kultury i organizacje. Zaprogramowanie umysłu, PWE, Warszawa 2000. 	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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