

Subject card

Subject name and code	Modern Sales Techniques, PG_00122172						
Field of study	International Economic Relations						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	undergraduate 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 polish		
Semester of study	4	ECTS credits			2.0		
Learning profile	academic	Assessment form					
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Aziewicz				
	Teachers		dr Aleksandra Aziewicz				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	14.0	0.0	0.0	0.0	14
	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	14		0.0		0.0	14
Subject objectives	Ability to formulate a sales goal and build value in the negotiation process. Ability to apply appropriate sales and negotiation techniques. Ability to build and develop relationships as an element of building value with a contractor.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[MSGL3_U07] can perform commercial transactions on the international market, select and apply appropriate forms of transaction settlement, analyse and critically assess the course of transactions		The student uses knowledge of the tools used in negotiations and sales to critically analyze and evaluate the course of market transactions.		[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written		
	[MSGL3_W15] has an advanced knowledge of management of an economic entity on the international market; knows and understands strategies and marketing tools used in this management		The student has knowledge of marketing tools used in sales and value negotiations from the point of view of managing a business entity		[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion		
	[MSGL3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship		the student learns and understands the principles of operation of enterprises		[SW1] oral statement/conversation/discussion		
	[MSGL3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession		The student identifies, diagnoses and resolves dilemmas related to sales and negotiations.		[SK1] oral statement/conversation/discussion		

Subject contents	<p>1. Introduction to the sales process. Sales techniques. Approach to the sales process. Sales stages. Characteristics of the ideal salesperson. 2. Difficult sales situations. Objections and reservations. Price as a selection criterion. How to avoid "no". Reasons and ways to respond to opposition. Selling through relationships. Body language. Communication techniques. 3. The ability to close a sale. Argumentation. Building relationships after the sale. 4. Basic aspects and types of negotiations. Negotiation tools. Stress in negotiations. Cultural differences. 5. Negotiation strategies. Creating value. Making proposals. Manipulations in the negotiation process. 6. Social influence techniques using the interpretative framework of the message. The role of words in verbal communication. 7. Negotiations and emotions. Sequential techniques.</p>		
Prerequisites and co-requisites	marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	issue task	0.0%	40.0%
	test	51.0%	60.0%
Recommended reading	Basic literature	Izabela Krejca-Pawski, Sprzedaż, tylko sprawdzone techniki, Biznes, samo.sedno, Warszawa 2015 René Moulinier, Techniki sprzedaży, PWN Warszawa 2007 Sławomir Janiszewski, Strategie negocjacji, Wydawca Hutu, Warszawa 2018 Paweł Kowalewski, Profesjonalne negocjacje, Wydawnictwo Helion S.A., Gliwice 2022	
	Supplementary literature	Vincent Harris, Harlan H. Goerger, Jak skutecznie omijać "nie" w biznesie, Wydawnictwo Studio Emka, Warszawa 2010 Peter Coughter, Sztuka perswazji i skuteczne techniki prezentacji. Jak wygrać przetarg, Wydawnictwo Studio Emka, Warszawa 2014 Dariusz Doliński, Tomasz Grzyb, Sto technik wpływu społecznego, Wydawnictwo Smak Słowa, Sopot 2022	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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