

Subject card

Subject name and code	Interpersonal communication and negotiation skills II, PG_00166475						
Field of study	German Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of German Language and Translation Studies -> Institute of German Philology -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Izabela Kujawa				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		1.0		34.0	50
Subject objectives	Negotiation techniques classes aim to provide students with knowledge and skills in methods and tools that enable effective communication in groups and introduce topics related to negotiations.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FGL3_W14] Understands the the complex nature of language, its complexity, the ways in which language functions in different spheres of communication and the historical variability of meanings in German.	The student has a solid and in-depth understanding of the complex nature of language and communication acts, as well as the mechanisms of effective persuasion and manipulation that result from them.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion
	[FGL3_U08] Is able to use concepts from the field of the chosen specialization and to apply linguistic knowledge (unders too dasforeign language competence) as a language teacher, translator or international communication specialist in a business environment.	The student is able to use concepts from the pragmatics and semantics of persuasion, negotiation, and manipulation, and to practically apply their knowledge in advanced communication acts within the business environment.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[FGL3_W07] Has structured and advanced specific knowledge in the field of the chosen specialisation, i.e. translation theory and practice, didactics and psycho-pedagogical activities or business and economic language.	Has organized and advanced detailed knowledge of communication theory, conversation techniques, influencing people, and negotiation, as well as their application in business.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
	[FGL3_W04] Knows and understands German terminology in their chosen specialisation, i.e.: translation theory, didactics or communication in business and economy.	Knows and understands German terminology in the field of business and economic communication.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
	[FGL3_K03] Is ready to fulfil professional roles with responsibility, thinks and acts in an entrepreneurial manner.	The student thinks entrepreneurially, applying negotiation strategies and principles of interpersonal communication to optimize processes and manage conflicts, taking into account the specifics of the German language.	[SK5] implementation of a problem task
	[FGL3_K02] Is ready to establish contacts and ask for help when expert knowledge is needed to solve a problem.	The student is prepared to seek expert assistance to resolve negotiation issues. They utilize their advanced language skills to effectively acquire and integrate specialized knowledge, and they adjust their communication strategies based on the opinions and recommendations of experts.	[SK1] oral statement/conversation/ discussion [SK6] demonstration of practical skills
	[FGL3_U10] Has the ability to substantiate their formulated theses, is able to critically use the views of other authors, formulate conclusions and communicate them to various circles of addresses.	The student has a theoretically grounded ability to argue and verbally influence people in a business environment. They are capable of reflecting on their own and others' linguistic actions in this area, formulating theses, arguments, and conclusions regarding them.	[SU1] oral statement/conversation/ discussion [SU5] implementation of a problem task
	[FGL3_U17] Can appropriately plan and determine priorities for the realization of a task defined by him/herself, together with others or by others; can cooperate with other students in team tasks and projects.	The student can plan and prioritize tasks related to negotiations and persuasive actions while avoiding unethical behavior.	[SU2] presentation/project/paper/ report [SU5] implementation of a problem task
	[FGL3_K01] They are aware of their knowledge and skills, and have a critical approach to the received and acquired content.	The student critically approaches received and acquired content, identifying elements of persuasion and manipulation, and analyzing and evaluating information and communication and negotiation strategies in terms of their effectiveness, appropriateness, and relevance in various situations. They regularly assess and adjust their approach to communication and negotiation, considering feedback and changing conditions and needs, which allows for continuous improvement of their skills and knowledge in German language and communication techniques.	[SK5] implementation of a problem task

	Course outcome	Subject outcome	Method of verification
	[FGL3_W08] Has a basic knowledge of the conditions of professional work in cultural mediation, education or working in a business and economic environment.	Understands the fundamental principles of cultural, educational, and business-economic activities, which enables a better understanding of the role of language and communication in various forms of entrepreneurship and in interactions between participants in these fields, including in an international context.	[SW2] presentation/project/paper/report [SW3] text preparation/written work
Subject contents	• The Art of Influencing People Effective Persuasion and Manipulation • Specific Nature of Human Behavior: • Understanding the specific characteristics of human nature. • Concepts of Persuasion and Manipulation: • Definitions and differences between persuasion and manipulation. • Linguistic and Non-Linguistic Persuasive Tools: • Techniques used in both verbal and non-verbal communication for persuasion and manipulation. • Argument Usage: • Methods of employing arguments, including their structure and content. • Basic sociotechnical tools for persuasion and manipulation. • Concept of Negotiation • Introduction to Negotiation: • Initial definitions and understanding of negotiation. • Elements of the Negotiation Process: • Key components involved in negotiations. • Preparation for negotiations, including selecting and setting up the negotiation venue. • The framework for conducting negotiations. • Types of Negotiations: • Positional Negotiations: Focus on specific positions or stances. • Integrative Negotiations: Aim for mutually beneficial outcomes. • Multilateral Negotiations: Involve more than two parties. • Negotiation Tactics: • Various strategies and tactics used in the negotiation process. • International Negotiations • Diversity in Negotiation Styles: • Understanding different negotiation styles across cultures. • Barriers in International Negotiations: • Identifying and overcoming obstacles in international contexts. • Model of the International Negotiator: • Characteristics and skills required for effective international negotiation. • Ethics in Negotiation • Goals of Negotiation Ethics: • Understanding the ethical objectives within the negotiation process. • Unethical Behaviors in Negotiations: • Recognizing and avoiding unethical practices. • Ethics of the Negotiation Process: • Ensuring ethical conduct throughout the negotiation stages. • Verbal and non-verbal communication in negotiation processes • Linguistic analysis of negotiation strategies and persuasive techniques • The significance of pragmatics and semantics in business negotiations		
Prerequisites and co-requisites	• Choosing a business and economic specialization. • Proficiency in the German language enabling the achievement of intended learning outcomes.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Oral and written responses, simulation games, group work - 20% Written tests - 30% Oral presentations - 20% Written final exams - 30%	51.0%	100.0%

Recommended reading	Basic literature	• Słupińska K./Gracz L. Negocjacje i komunikacja. Wybrane aspekty. Kraków 2018. • Rosa G./Ostrowska I./Słupińska K./Gracz L. Komunikacja międzykulturowa w biznesie. Kraków 2018. • Cialdini R. Wywieranie wpływu na ludzi. Teoria i praktyka, Gdańsk 2004. • Eismann V. Erfolgreich in Verhandlungen. Training berufliche Kommunikation. Berlin: Cornelsen Verlag, 2006. • Griffin E. Podstawy komunikacji społecznej, Gdańsk 2003. • Kamiński J. Negocjowanie, Warszawa 2004. • Stewart J. Mosty zamiast murów. Podręcznik komunikacji interpersonalnej, Warszawa 2005.
	Supplementary literature	• Gronbeck B.E., German K., Ehninger D., Monroe A. Zasady komunikacji werbalnej, Poznań 2006. • Mortensen K. Sztuka wywierania wpływu na ludzi, Kraków 2006. • Tokarz M. Argumentacja. Perswazja. Manipulacja, Gdańsk 2006. • Baczyński L. Sekrety skutecznych negocjacji, Warszawa 2008. • Cohen H. Wynegocjuj to! Gliwice 2006. • Enkelmann N.B. Die Sprache des Erfolgs, Rhetorik und Persönlichkeit So stärken Sie Ihr Ich. 4. Auflage, Wien, 2007. • Fuchs B. Sukces w każdych negocjacjach, Warszawa 2008. • Kiesel M./Ulsamer R. Interkulturelle Kompetenz für Wirtschaftsstudierende, Berlin 2000. • Lay R. Manipulation durch Sprache, Rhetorik, Dialektik und Forensik in Industrie, Politik und Verwaltung, 5. Auflage, Berlin 1997. • Leary M. Wywieranie wrażenia na innych. O sztuce autoprezentacji, Gdańsk 2005. • Robinson, Collins In Verhandlungen gewinnen: Strategien, Techniken und Taktiken für Ihren Erfolg, Landsberg/Lech, 1992. • Sikorski W. Gesty zamiast słów. Psychologia i trening komunikacji niewerbalnej, Kraków 2005. • Weisbach, C.-R. Verhandeln und Moderieren für Wirtschaftsstudierende, Berlin 2000. The lecturer updates the required reading list each time.
	eResources addresses	
Example issues/ example questions/ tasks being completed	• Identify and describe at least three linguistic and three non-linguistic tools used in persuasion and manipulation. • Discuss how the specific nature of human behavior impacts the effectiveness of these tools. • Identify barriers in international negotiations and propose ways to overcome them. • Discuss the goals of negotiation ethics and identify unethical behaviors in negotiations.	
Work placement	Not applicable	

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