

Subject card

Subject name and code	Modern Sales Techniques, PG_00172245						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's 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	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Konewka				
	Teachers						
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		5.0		31.0	50
Subject objectives	Ability to formulate sales goals and build value in the negotiation process.						
	Ability to use appropriate sales and negotiation techniques.						
	The ability to build and develop relationships as an element of building value with the contractor.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 is able to assess economic and social phenomena occurring in the open economy, interpret the necessary conditions for the functioning of economic entities in this respect	[SW4] test/exam - oral or written
	[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 is able to analyze commercial transactions and skillfully choose and use their appropriate form. Deepening knowledge about choosing the right transaction is possible additional analysis during consultations	[SU4] test/exam - oral or written
	[MSGL3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession	the student is able to correctly identify and diagnose dilemmas and various solutions related to the use of the profession	[SK4] test/exam - oral or written
	[MSGL3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	the student knows and understands the forms of entrepreneurship and is ready to think and act in an entrepreneurial manner;	[SW4] test/exam - oral or written
Subject contents	1. Introduction to the sales process. Sales techniques. Approach to the sales process. Sales stages. Characteristics of an ideal salesperson. 2. Difficult sales situations. Objections and reservations. Price selection criterion. How to avoid "no". Reasons and ways of responding to objections. Selling through relationships. Body language. Communication techniques. 3. Ability to close sales. 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. Submitting 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.		
Prerequisites and co-requisites	None		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	100.0%
Recommended reading	Basic literature Izabela Krejca-Pawski, Sprzedaż, tylko sprawdzone techniki, Biznes, samo.sedno, Warszawa 2015 Rene 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 Dolinski, Tomasz Grzyb, Sto technik wpływu społecznego, Wydawnictwo Smak Słowa, Sopot 2022
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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