

## Subject card

|                                             |                                                                                                                                                                                                                                                                                                                                                                       |                                                          |                                         |                                     |                                                |            |     |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------|-------------------------------------|------------------------------------------------|------------|-----|
| Subject name and code                       | Basis of Communication and Negotiations with Contractors, PG_00172256                                                                                                                                                                                                                                                                                                 |                                                          |                                         |                                     |                                                |            |     |
| Field of study                              | International Economic Relations                                                                                                                                                                                                                                                                                                                                      |                                                          |                                         |                                     |                                                |            |     |
| 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 |            |     |
| Mode of study                               | part-time studies                                                                                                                                                                                                                                                                                                                                                     |                                                          | Mode of delivery                        |                                     | at the university                              |            |     |
| Year of study                               | 3                                                                                                                                                                                                                                                                                                                                                                     |                                                          | Language of instruction                 |                                     | Polish                                         |            |     |
| Semester of study                           | 5                                                                                                                                                                                                                                                                                                                                                                     |                                                          | ECTS credits                            |                                     | 3.0                                            |            |     |
| Learning profile                            | academic                                                                                                                                                                                                                                                                                                                                                              |                                                          | Assessment form                         |                                     |                                                |            |     |
| Conducting unit                             | Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector                                                                                                                                                                                                                                                            |                                                          |                                         |                                     |                                                |            |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor                                                                                                                                                                                                                                                                                                                                                    |                                                          | dr Marcin Krzaczek                      |                                     |                                                |            |     |
|                                             | Teachers                                                                                                                                                                                                                                                                                                                                                              |                                                          |                                         |                                     |                                                |            |     |
| Lesson types                                | Lesson type                                                                                                                                                                                                                                                                                                                                                           | Lecture                                                  | Tutorial                                | Laboratory                          | Project                                        | Seminar    | SUM |
|                                             | Number of study hours                                                                                                                                                                                                                                                                                                                                                 | 0.0                                                      | 16.0                                    | 0.0                                 | 0.0                                            | 0.0        | 16  |
|                                             | 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                                                                                                                                                                                                                                                                                                                                                 | 16                                                       |                                         | 5.0                                 |                                                | 54.0       | 75  |
| Subject objectives                          | <p>After completing the course, student should be able to:</p> <p>- identify and describe the elements of marketing communication;</p> <p>- create plan of marketing communication for a selected organization;</p> <p>- provide examples of adequate negotiation techniques;</p> <p>- appropriately apply the above techniques in a given negotiation situation.</p> |                                                          |                                         |                                     |                                                |            |     |

| Learning outcomes | Course outcome                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Subject outcome                                                                                                                                                                                                                                                        | Method of verification                                                                                                            |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
|                   | [MSG3_U10] can take an active part in a debate, presenting his/her own viewpoint and supporting it with argumentation based on selected theories, opinions of various authors and/or statistical data                                                                                                                                                                                                                                                                                    | student is able to actively participate in negotiations, present his/her own position, supporting it with arguments based on selected theories and/or statistical data                                                                                                 | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report<br>[SU5] implementation of a problem task |
|                   | [MSG3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, undertakes challenges of creative thinking; is resilient to failures; can identify threats and assess the risk of their occurrence                                                                                                                                                                                                                                           | is ready to think and act strategically; adapts to new situations and conditions, takes on the challenges of creative thinking, is resistant to negotiation failures, is able to identify threats in the communication process and assess the risk of their occurrence | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report<br>[SK5] implementation of a problem task |
|                   | [MSG3_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                                                                                                                                                                                                                                                                                                       | student has advanced knowledge of managing a business entity on the international market, knows and understands the strategies and promotional tools used in this management                                                                                           | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report                                           |
|                   | [MSG3_K03] participates in the preparation of economic and social projects; can reconcile legal, economic, ecological, political and social requirements                                                                                                                                                                                                                                                                                                                                 | student participates in the preparation of communication and negotiation projects that reconcile economic, ecological, political and social requirements                                                                                                               | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report<br>[SK5] implementation of a problem task |
|                   | [MSG3_K05] correctly identifies, diagnoses and solves dilemmas and various options of solutions related to the profession                                                                                                                                                                                                                                                                                                                                                                | student correctly identifies, diagnoses and resolves dilemmas and various variants of negotiation solutions                                                                                                                                                            | [SK1] oral statement/conversation/discussion<br>[SK2] presentation/project/paper/report                                           |
|                   | [MSG3_U14] can interact and work in a team (including an international one), taking various roles within it                                                                                                                                                                                                                                                                                                                                                                              | student is able to cooperate and work in a negotiation team (including in an international environment), in various roles                                                                                                                                              | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report<br>[SU5] implementation of a problem task |
|                   | [MSG3_U08] uses basic methods and computer programmes as well as marketing techniques and tools to acquire and analyse data necessary in his/her professional work to diagnose economic processes and make adequate economic decisions                                                                                                                                                                                                                                                   | student uses basic marketing methods, techniques and tools to obtain and analyze data necessary for business negotiations and to make the right market decisions                                                                                                       | [SU1] oral statement/conversation/discussion<br>[SU2] presentation/project/paper/report                                           |
|                   | [MSG3_W06] knows and understands the relations between economic entities and public institutions functioning in the national, international and intercultural realms                                                                                                                                                                                                                                                                                                                     | student knows and understands negotiation techniques between enterprises and public institutions operating in the national and international markets                                                                                                                   | [SW1] oral statement/conversation/discussion<br>[SW2] presentation/project/paper/report                                           |
| Subject contents  | 1. The role of communication in relations with contractors, the specifics of B2B marketing - 1h.<br><br>2. Communication tools - 3h.<br><br>3. Customer service - 2h.<br><br>4. Modern communication channels - 2h.<br><br>5. The essence of negotiations - 1h.<br><br>6. Negotiation strategies and techniques - 1h.<br><br>7. Negotiation simulation - workshops using selected negotiation techniques - 3h.<br><br>8. Presentation of final projects in marketing communication - 3h. |                                                                                                                                                                                                                                                                        |                                                                                                                                   |

|                                 |                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                               |
|---------------------------------|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| Prerequisites and co-requisites | None                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                               |
| Assessment methods and criteria | Subject passing criteria                                       | Passing threshold                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Percentage of the final grade |
|                                 | Negotiation simulation                                         | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 30.0%                         |
|                                 | Activity during classes                                        | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 40.0%                         |
|                                 | Final project                                                  | 51.0%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 30.0%                         |
| Recommended reading             | Basic literature                                               | 1. Pałgan R., <i>Natura negocjacji handlowych</i> , Wydawnictwo Gdańskiej Szkoły Wyższej, Gdańsk 2012.<br>2. Lewicki R.J., Saunders D.M., Barry B., Minton J.W., <i>Zasady negocjacji</i> , Rebis, Poznań 2008.<br>3. Brdulak H., Brdulak J., <i>Negocjacje handlowe</i> , PWE, Warszawa 2007.<br>4. Nęcki Z., <i>Negocjacje w biznesie</i> , Wydawnictwo Profesjonalnej Szkoły Biznesu, Kraków 2006.<br>5. Kotler P., <i>Marketing</i> , Rebis, Poznań 2012.<br>6. <i>Komunikacja marketingowa</i> , red. M. Rydel, ODDK, Gdańsk 2001. |                               |
|                                 | Supplementary literature                                       | 1. Głowik M., <i>Komunikacja niewerbalna w kontaktach interpersonalnych</i> , Wydawnictwo Promotor, Warszawa 2004.<br>2. <i>Komunikacja międzykulturowa w integrującej się Europie</i> , red. K. Karcz, CBiE AE, Katowice 2004.<br>3. Hofstede G., <i>Kultury i organizacje. Zaprogramowanie umysłu</i> , PWE, Warszawa 2000.                                                                                                                                                                                                           |                               |
|                                 | eResources addresses                                           | Adresy na platformie eNauczanie:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                               |
|                                 | Example issues/<br>example questions/<br>tasks being completed | Creation an advertising/promotional campaign project for a selected company example.<br><br>Negotiation simulation with a contractor in a selected industry.                                                                                                                                                                                                                                                                                                                                                                            |                               |
| Work placement                  | Not applicable                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                               |

Document generated electronically. Does not require a seal or signature.