

Subject card

Subject name and code	Public Speaking and Business Negotiations, PG_00173335						
Field of study	International Business						
Date of commencement of studies	October 2025		Academic year of realisation of subject			2025/2026	
Education level	Bachelor's studies		Subject group			Obligatory subject group in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	1		Language of instruction			English	
Semester of study	2		ECTS credits			2.0	
Learning profile	academic		Assessment form				
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Rafał Broniewski				
	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		10.0		25.0	50
Subject objectives	The aim of this course is to improve students knowledge , skills and competences about public speaking and business negotiations. The main objective of the course is to underline the importance of communication and negotiation in business.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBL3_U07] can take part in a debate, is able to present, evaluate and discuss various viewpoints in the field of international business	The student can take part in a debate and present, evaluate, and discuss various viewpoints in the field of international business. The student demonstrates the ability to use consultations to deepen their knowledge and improve the quality of project work.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU6] demonstration of practical skills
	[IBL3_U08] has language skills in the field of international business, economics and finance, in accordance with the requirements of Level B2 of the Common European Framework of Reference for Languages	The student has language skills in business negotiations, by the requirements of Level B2 of the Common European Framework of Reference for Languages.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[IBL3_W02] knows and understands fundamental concepts and terminology of international business, international economic and financial relations and complementary disciplines	The student understands fundamental concepts and terminology of public speaking and negotiations in business.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
	[IBL3_W09] knows and understands the basic economic, legal and other conditions of various activities related to the given qualification	The student knows and understands the primary economic, legal, and other conditions of various activities related to the given qualification, the main factors contributing to presentation and negotiation effectiveness, and techniques that help achieve multiple presentation and negotiation objectives.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[IBL3_W10] knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law	The student knows and understands basic terms and principles of intellectual (industrial) property protection and copyright law.	[SW2] presentation/project/paper/report [SW3] text preparation/written work
	[IBL3_K01] is ready to recognise the importance of knowledge in the field of international business in identifying and solving business theoretical and practical issues; is ready to consult with experts in case of facing difficulties in solving business issues individually	The student is ready to recognize the importance of knowledge in business negotiations in identifying and solving business theoretical and practical issues and is prepared to consult with experts in case of individual difficulties in solving business issues.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work
	[IBL3_U06] can communicate using the terminology of international business	The student can communicate using the terminology of business negotiations.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU6] demonstration of practical skills
Assessment methods and criteria	[IBL3_K05] is ready to perform professional role in responsible manner, abide business ethics and business standards in working environment	The student is ready to perform a professional role responsibly and abide by business ethics and business standards in the working environment.	[SK2] presentation/project/paper/report [SK3] text preparation/written work
Subject contents	- preparation of a business presentation - key stages - preparation of negotiations - key stages - body language and non-verbal communication		
Prerequisites and co-requisites	Within the total student workload, 10 hours are allocated to consultations with the supervisor throughout the thesis preparation process.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	project work	51.0%	50.0%
	presentation	51.0%	25.0%
	group activities	51.0%	25.0%

Recommended reading	Basic literature	Dignen Bob, Fifty Ways to Improve Your Presentation Skills in English, Summertown Publishing, Oxford, 2007 Katz Bernard, Turning Practical Communication into Business Power, Mercury, London, 1991 Ludlow Ron & Panton Ferguson, The Essence of Effective Communication, Prentice Hall, Hemel Hempstead, 1992 Powell Mark, Presenting in English, LTP, Hove, 1996 Powell Mark, Dynamic Presentations, Cambridge University Press, Cambridge, 2010 Rodgers Drew, Business Communications, St. Martins Press, New York, 1995
	Supplementary literature	Godefroy Christian & Robert Luis, The Outstanding Negotiator, Piatkus, London, 1993 Kennedy Gavin, The New Negotiating Edge, Nicholas Brealey Publishing, London, 1998 Lewicki Roy & Hiam Alexander, The Fast Forward MBA in Negotiating and Deal Making, John Wiley & Sons, Amherst, 1999 Laws Anne, Negotiations, Summertown Publishing, Oxford, 2000 Mattock John & Ehrenberg Jons, How to Be a Better Negotiator, Kogan Page, London, 1996 Powell Mark, International Negotiations, Cambridge University Press, Cambridge, 2012 Rodgers Drew, English for International Negotiations, St. Martins Press Inc., New York, 1997
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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