

Subject card

Subject name and code	Public Speaking and Business Negotiations, PG_00188075						
Field of study	International Business						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Subject group related to scientific research 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		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Sustainable Market Processes -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Rafał Broniewski				
	Teachers		mgr Rafał Broniewski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	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	30		0.0		45.0	75
Subject objectives	The aim of the course is to develop students' knowledge and skills in public speaking and business negotiations, with particular emphasis on preparing and delivering business presentations, participating in debates, and applying communication, rhetorical and negotiation techniques in a business environment.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[IBL3_U06] is able to communicate using specialised terminology in international business, economics and finance.		The student is able to prepare and deliver a business presentation and communicate using specialist terminology related to business, negotiations, and business communication.		[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report		
	[IBL3_W05] knows and understands the principles of establishing, operating and developing business activity, including in the context of the international economy.		The student understands the importance of effective communication, public speaking, and negotiation in business activities, as well as the basic principles of preparing business presentations and negotiating.		[SW4] test/exam - oral or written [SW2] presentation/project/paper/report [SW3] text preparation/written work		
	[IBL3_U07] is able to participate in debates and present, justify and evaluate different viewpoints concerning issues related to international business.		The student is able to participate in debates and discussions on business-related topics, present and justify their own position, and evaluate arguments presented by other participants.		[SU1] oral statement/conversation/discussion		

Subject contents	Lecture (15 hours) 1. Preparation of a business presentation – key stages. 2. Preparation of a business presentation – rhetorical techniques and presentation structure. 3. Preparation of a business presentation – effective delivery techniques. 4. Body language and non-verbal communication in business presentations. 5. Preparation of negotiations – key stages. 6. Preparation of negotiations – negotiation objectives and planning. 7. Preparation of negotiations – persuasion and communication techniques. 8. Body language and non-verbal communication in negotiations. 9. Public speaking and negotiations in the business environment. Classes (15 hours) 1. Development of a business presentation on a selected topic. 2. Application of rhetorical techniques in presentation development. 3. Preparation and delivery of team business presentations. 4. Practical application of body language and non-verbal communication techniques. 5. Preparation and participation in Oxford-style debates. 6. Presentation and discussion of different viewpoints on business-related topics. 7. Application of negotiation and persuasion techniques in business scenarios. 8. Practical negotiation exercises. 9. Evaluation and improvement of presentation and negotiation performance.																	
Prerequisites and co-requisites	Entry requirements none Course Completion Requirements: A final course grade may be awarded only upon successful completion of all course components, including lectures, classes. Passing each component is a mandatory requirement for passing the course.																	
Assessment methods and criteria	<table><tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr><tr><td>Oxford-style debate</td><td>51.0%</td><td>20.0%</td></tr><tr><td>Preparation and delivery of a team presentation based on the completed project</td><td>51.0%</td><td>30.0%</td></tr><tr><td>Written test</td><td>51.0%</td><td>30.0%</td></tr><tr><td>Written assignment</td><td>51.0%</td><td>20.0%</td></tr></table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Oxford-style debate	51.0%	20.0%	Preparation and delivery of a team presentation based on the completed project	51.0%	30.0%	Written test	51.0%	30.0%	Written assignment	51.0%	20.0%
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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	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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