

Subject card

Subject name and code	Sales and Negotiations, PG_00199269						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026	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 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	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	15.0	15.0	0.0	15.0	0.0	45
	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	45		0.0		5.0	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
	[MSG3_W06] has knowledge and understanding of relations between economic entities and public institutions functioning in the national, international and intercultural realms	student knows and understands the relationships between economic entities. Deepening knowledge in this area is possible during consultations.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[MSG3_W03] has an advanced and structured knowledge of the world economy and international economic relations; understands the process of their evolution, including its causes and consequences	student has advanced and structured knowledge about the world economy and international economic relations	[SW3] text preparation/written work
	[MSG3_U02] can assess economic and social phenomena occurring in an open economy, interpret necessary statistical data and economic indicators, as well as forecast economic phenomena and processes, using standard methods and tools applied in economic sciences	student is able to assess economic and social phenomena taking place in an open economy, interpret the necessary statistical data and economic indicators	[SU4] test/exam - oral or written
[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	student is ready to think and act in an entrepreneurial way; adapts to new situations and conditions, takes up the challenge of creative thinking, is resistant to failure, is able to identify threats and assess the risk of their occurrence	[SK1] oral statement/conversation/discussion	
Subject contents	<p>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.</p>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	written exam	51.0%	100.0%
Recommended reading	Basic literature	<p>Izabela Krejca-Pawski, Sprzedaż, tylko sprawdzone techniki, Biznes, samo.sedno, Warszawa 2015</p> <p>Rene Moulinier, Techniki sprzedaży, PWN Warszawa 2007</p> <p>Sławomir Janiszewski, Strategie negocjacji, Wydawca Hutu, Warszawa 2018</p> <p>Paweł Kowalewski, Profesjonalne negocjacje, Wydawnictwo Helion S.A., Gliwice 2022</p>	

	Supplementary literature	<p>Vincent Harris, Harlan H. Goerger, Jak skutecznie omijać "nie" w biznesie, Wydawnictwo Studio Emka, Warszawa 2010</p> <p>Peter Coughter, Sztuka perswazji i skuteczne techniki prezentacji. Jak wygrać przetarg, Wydawnictwo Studio Emka, Warszawa 2014</p> <p>Dariusz Dolinski, Tomasz Grzyb, Sto technik wpływu społecznego, Wydawnictwo Smak Słowa, Sopot 2022</p> <p>J. Pietrzak, Implications of Market Entry Mode on Sales Structure Organization and Competitive Edge in CEE Markets, Proceedings FH Science Day, Shaker Verlag, Aachen 2008</p>
Example issues/ example questions/ tasks being completed	eResources addresses	
Work placement	Not applicable	

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