University of Gdańsk

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
[MSGL3_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	The student can evaluate and interpret statistical data and economic indicators related to economic phenomena in an open economy. The student can complete a project task related to these phenomena and discuss its assumptions and progress with the instructor during consultations and project blocks. Project blocks are included in the class schedule, and the dates and locations of consultations are published on the University of Gdańsk website.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGL3_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
[MSGL3_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
[MSGL3_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	the student has advanced and structured knowledge of the global economy and the processes taking place in international economic relations.	[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

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
active participation in lectures	51.0%	10.0%
project	51.0%	30.0%
written exam on lectures	51.0%	60.0%

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 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
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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