University of Gdańsk

Subject card

Subject name and code	Negotiations Strategies, PG_00200104		
Field of study	International Economic Relations		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2027/2028
Education level	Master'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	part-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	Polish
Semester of study	3	ECTS credits	4.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of International Trade -> Department of International Business -> Faculty of Economics -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Monika Grottel	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	0.0	20.0	0.0	15.0	0.0	35

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	35	0.0	65.0	100

Subject objectives

As a result of passing the course, the student will gain in-depth knowledge of the specifics of trade negotiations with foreign contractors, will learn the strategies, techniques and tactics of conducting negotiations in international trade, will acquire the ability to make decisions in the field of planning the trade negotiation process and choosing appropriate forms and methods of conducting negotiations. The student will also become familiar with the case study method used in the analysis of selected negotiation strategies.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[MSGMU2_U07] can plan and manage a commercial transaction on the international market, conduct effective negotiations, analyse and critically assess the course of the transaction	The student is able to plan and conduct negotiations effectively, as well as analyse and critically evaluate their course. The student is able to develop a project concerning a selected issue in international trade negotiations and to present and justify the proposed solutions. The student consults the project assumptions and progress of its implementation with the course instructor during project sessions.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU5] implementation of a problem task
[MSGMU2_U08] can communicate in an international and culturally diverse environment, using advanced terminology of international economic relations; supports his/ her position, doubts and suggestions with argumentation based on selected theories, opinions of various authors and/or statistical data	The student is able to communicate within an international and culturally diverse negotiation team using advanced terminology related to international trade transactions. The student is able to justify their proposals based on knowledge of international business operations and statistical data.	[SU1] oral statement/conversation/ discussion [SU6] demonstration of practical skills
[MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements	The student is ready to independently identify, diagnose and responsibly resolve dilemmas and various variants of solutions related to the negotiation process, practicing the profession of a negotiator and developing negotiation skills.	[SK2] presentation/project/paper/ report [SK5] implementation of a problem task
[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	The student has in-depth knowledge of a person as an individual participating in the business negotiation process.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
[MSGMU2_U12] can manage teamwork, cooperate and work in a team, in particular an international one, taking a leading role in it	The student is able to manage the work of a team and cooperate and work in a negotiation team, especially an international one, taking a leading role in it.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
[MSGMU2_K07] is ready to observe and develop the principles of professional ethics and corporate social responsibility, takes into account changing social needs, respects the diversity of opinions and cultures, and is professional and loyal towards the employer	By participating in the negotiation process, the student is ready to respect and develop the principles of professional ethics and corporate social responsibility.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work

Subject contents

1. Communication is the basis of negotiations in international business: the essence of communication, the communication process, barriers to effective communication, communication channels, marketing communication.
2. Principles of communication in the negotiation process: verbal matching, non-verbal matching, verbal communication, non-verbal communication, dominance in negotiations, sympathy in negotiations.
3. The essence of conflict in business relationships: causes of conflict, forms and types of conflict, phases of conflict, effects of conflict, ways of resolving conflicts.
4. Negotiations in international business: definition of negotiations, types of negotiations.
5. Phases of the negotiation process.
6. Business negotiation environment.
7. Parties of business negotiations: buyer, seller, negotiation team, profile of an effective negotiator: personality traits and predispositions, types of negotiators.
8. Negotiation styles: dominance, accommodation, avoidance.
9. Negotiation tactics and techniques.
10. The best alternative to a negotiated agreement - BATNA.
11. Cultural determinants of business negotiations.
12. Negotiations with a difficult opponent.

Any doubts arising during the implementation of the thematic project, the completion of problem-solving tasks, or the interpretation of issues related to the analysis of negotiation processes in international trade, the development of negotiation strategies, and the assessment of cultural, legal, and economic determinants of international negotiations will also be clarified and addressed during project sessions.

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3">None</td></tr>
<tr><td>Assessment methods and criteria</td><td colspan="3"><table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>negotiation games</td><td>51.0%</td><td>30.0%</td></tr>
<tr><td>presentation of a group project</td><td>51.0%</td><td>50.0%</td></tr>
<tr><td>activity during the classes</td><td>51.0%</td><td>20.0%</td></tr>
</table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">1. Pałgan R., Natura negocjacji handlowych, Wydawnictwo Gdanskiej Szkoły Wyzszej, Gdansk 2012.
2. Lewicki R.J., Saunders D.M., Barry B., Minton J.W, Zasady negocjacji, Wydawnictwo Rebis, Poznan 2008.
3. Brdulak H, Brdulak J., Negocjacje handlowe, PWE, Warszawa 2007.
4. Necki Z., Negocjacje w biznesie, Wydawnictwo Profesjonalnej Szkoły Biznesu, Krakow 2006.</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">1. Głowik M., Komunikacja niewerbalna w kontaktach interpersonalnych, Wydawnictwo Promotor, Warszawa 2004.
2. Komunikacja miedzykulturowa w integrujacej sie Europie, red. K. Karcz, CBiE AE, Katowice 2004.
3. Hofstede G., Kultury i organizacje. Zaprogramowanie umysłu, PWE, Warszawa 2000.</td></tr>
<tr><td>eResources addresses</td><td colspan="2"></td></tr>
<tr><td>Example issues/ example questions/ tasks being completed</td><td colspan="3"></td></tr>
<tr><td>Work placement</td><td colspan="3">Not applicable</td></tr>
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