University of Gdańsk

Subject card

Subject name and code	Interpersonal Communication and Negotiation Skills II, PG_00215170		
Field of study	German Studies		
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 Humanistic-social subject group
Mode of study	full-time studies	Mode of delivery	at the university
Year of study	2	Language of instruction	German
Semester of study	4	ECTS credits	1.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of German Language and Translation Studies -> Institute of German Philology -> Faculty of Languages -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Izabela Kujawa	
	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	1.0	9.0	25

Subject objectives

Negotiation techniques classes aim to provide students with knowledge and skills in methods and tools that enable effective communication in groups and introduce topics related to negotiations.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[FGL3_K05] They are ready to responsibly perform professional roles in various areas of German Philology, including complying with professional ethics and intellectual property protection rules and requiring the same from others	is prepared to responsibly perform roles in negotiation processes within a professional environment, with respect for the principles of communication ethics, cultural norms, and the protection of intellectual property, and to uphold these standards in professional interactions.	[SK1] oral statement/conversation/ discussion [SK6] demonstration of practical skills
[FGL3_W09] They know and understand the fundamental dilemmas of the contemporary civilisation in the context of issues related to intercultural linguistic and literary communication and the role of modern information technologies in the work of a German philologist	At an advanced level, has knowledge and understanding of selected dilemmas of contemporary negotiation communication in an intercultural context, particularly with regard to German-speaking countries, and recognizes the role of modern information technologies in the preparation, conduct, and analysis of negotiation processes.	[SW1] oral statement/ conversation/discussion [SW3] text preparation/written work
[FGL3_U03] They can apply knowledge of humanities and social sciences useful in the work of a German philologist	At an advanced level, is able to apply knowledge from the humanities and social sciences in analysing and conducting negotiation processes in an intercultural environment relevant to the work of a German studies specialist.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written [SU6] demonstration of practical skills

Subject contents

- The Art of Influencing People Effective Persuasion and Manipulation
- Specific Nature of Human Behavior:
- Understanding the specific characteristics of human nature.
- Concepts of Persuasion and Manipulation:
- Definitions and differences between persuasion and manipulation.
- Linguistic and Non-Linguistic Persuasive Tools:
- Techniques used in both verbal and non-verbal communication for persuasion and manipulation.
- Argument Usage:
- Methods of employing arguments, including their structure and content.
- Basic sociotechnical tools for persuasion and manipulation.
- Concept of Negotiation
- Introduction to Negotiation:
- Initial definitions and understanding of negotiation.
- Elements of the Negotiation Process:
- Key components involved in negotiations.
- Preparation for negotiations, including selecting and setting up the negotiation venue.
- The framework for conducting negotiations.
- Types of Negotiations:
- Positional Negotiations: Focus on specific positions or stances.
- Integrative Negotiations: Aim for mutually beneficial outcomes.
- Multilateral Negotiations: Involve more than two parties.
- Negotiation Tactics:
- Various strategies and tactics used in the negotiation process.
- International Negotiations
- Diversity in Negotiation Styles:
- Understanding different negotiation styles across cultures.
- Barriers in International Negotiations:
- Identifying and overcoming obstacles in international contexts.
- Model of the International Negotiator:
- Characteristics and skills required for effective international negotiation.
- Ethics in Negotiation
- Goals of Negotiation Ethics:
- Understanding the ethical objectives within the negotiation process.
- Unethical Behaviors in Negotiations:
- Recognizing and avoiding unethical practices.
- Ethics of the Negotiation Process:
- Ensuring ethical conduct throughout the negotiation stages.
- Verbal and non-verbal communication in negotiation processes
- Linguistic analysis of negotiation strategies and persuasive techniques
- The significance of pragmatics and semantics in business negotiations

<table>
<tr><td>Prerequisites and co-requisites</td><td colspan="3">• Choosing a business and economic specialization.
• Proficiency in the German language enabling the achievement of intended learning outcomes.</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>Oral and written responses, simulation games, group work - 20% Written tests - 30% Oral presentations - 20% Written final exams - 30%</td><td>51.0%</td><td>100.0%</td></tr></table></td></tr>
<tr><td rowspan="3">Recommended reading</td><td>Basic literature</td><td colspan="2">• Słupińska K./Gracz L. Negocjacje i komunikacja. Wybrane aspekty. Kraków 2018.
• Rosa G./Ostrowska I./Słupińska K./Gracz L. Komunikacja międzykulturowa w biznesie. Kraków 2018.
• Cialdini R. Wywieranie wpływu na ludzi. Teoria i praktyka, Gdańsk 2004.
• Eismann V. Erfolgreich in Verhandlungen. Training berufliche Kommunikation. Berlin: Cornelsen Verlag, 2006.
• Griffin E. Podstawy komunikacji społecznej, Gdańsk 2003.
• Kamiński J. Negocjowanie, Warszawa 2004.
• Stewart J. Mosty zamiast murów. Podręcznik komunikacji interpersonalnej, Warszawa 2005.</td></tr>
<tr><td>Supplementary literature</td><td colspan="2">• Gronbeck B.E., German K., Ehninger D., Monroe A. Zasady komunikacji werbalnej, Poznań 2006.
• Mortensen K. Sztuka wywierania wpływu na ludzi, Kraków 2006.
• Tokarz M. Argumentacja. Perswazja. Manipulacja, Gdańsk 2006.
• Baczyński L. Sekrety skutecznych negocjacji, Warszawa 2008.
• Cohen H. Wynegocjuj to! Gliwice 2006.
• Enkelmann N.B. Die Sprache des Erfolgs, Rhetorik und Persönlichkeit So stärken Sie Ihr Ich. 4. Auflage, Wien, 2007.
• Fuchs B. Sukces w każdych negocjacjach, Warszawa 2008.
• Kiesel M./Ulsamer R. Interkulturelle Kompetenz für Wirtschaftsstudierende, Berlin 2000.
• Lay R. Manipulation durch Sprache, Rhetorik, Dialektik und Forensik in Industrie, Politik und Verwaltung, 5. Auflage, Berlin 1997.
• Leary M. Wywieranie wrażenia na innych. O sztuce autoprezentacji, Gdańsk 2005.
• Robinson, Collins In Verhandlungen gewinnen: Strategien, Techniken und Taktiken für Ihren Erfolg, Landsberg/Lech, 1992.
• Sikorski W. Gesty zamiast słów. Psychologia i trening komunikacji niewerbalnej, Kraków 2005.
• Weisbach, C.-R. Verhandeln und Moderieren für Wirtschaftsstudierende, Berlin 2000.

The lecturer updates the required reading list each time.</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">• Identify and describe at least three linguistic and three non-linguistic tools used in persuasion and manipulation.
• Discuss how the specific nature of human behavior impacts the effectiveness of these tools.
• Identify barriers in international negotiations and propose ways to overcome them.
• Discuss the goals of negotiation ethics and identify unethical behaviors in negotiations.</td></tr>
<tr><td>Work placement</td><td colspan="3">Not applicable</td></tr>
</table>

Document generated electronically. Does not require a seal or signature.