

Subject card

Subject name and code	Negotiations/ Interpersonal Communicaton, PG_00148215						
Field of study	Insurance - Interdisciplinary Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Department of Marketing -> Faculty of Management -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Ewa Wycinka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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		11.0		24.0	50
Subject objectives	The subject of Negotiations/Interpersonal Communication focuses on developing effective communication and negotiation skills in the insurance industry. Students learn techniques and strategies for reaching favorable agreements and handling conflicts. The program also covers psychological and sociological aspects of interpersonal communication, enhancing understanding of client and business partner needs. Classes involve workshops, simulations, and case study analyses to apply gained knowledge.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[UBEZMU2_U02] The student is proficient in the use of legal, professional and ethical principles and norms in the activities undertaken.	Students will be able to independently analyse moral conflicts; they will be able to independently evaluate contemporary moral problems; they will be able to use the library and other knowledge bases, independently search for studies on a given topic, update and integrate knowledge acquired during their studies.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[UBEZMU2_W07] The student has a structured knowledge of the principles and norms applicable to the procedures related to the application of insurance law and understands the necessity of ethical conduct in matters related to insurance and insurance law.	The student has knowledge of negotiation in the insurance industry, understands the motives of clients and their needs, and understands the need for ethical conduct in matters related to insurance and insurance law.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[UBEZMU2_K02] The student is ready to fulfill social obligations, inspire and organize activities for the benefit of the social environment and initiate activities for the public interest.	Students will be able to work as part of a team, take part in discussions, present their opinions, justify them; they will be able to communicate in difficult situations in their family and professional relationships.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[UBEZMU2_W06] The student has an in-depth knowledge of the conditions, principles of creation and development of basic forms of activity in the insurance market and taxation of this activity.	Student understands the need for continuous learning and improvement of their qualifications; understands the importance of ethical considerations related to professional work; knows the principles of verbal and non-verbal communication; knows the principles of persuasion, convincing and negotiation.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[UBEZMU2_W08] The student knows the methods and tools, including data and information acquisition techniques, appropriate to the field of insurance and related disciplines.	The student knows methods and tools of negotiation and those of interpersonal communication and has knowledge of how and where to obtain data and information specific to the field of insurance and related disciplines.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[UBEZMU2_K01] The student is critically aware of the level of his knowledge and skills, recognizes the importance of knowledge in solving cognitive and practical problems in the field of insurance, consults experts in case of difficulties in solving the problem independently.	The student is able to work on extending his/her knowledge and skills and is able to consult other specialists in related fields in order to solve problems effectively.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
Subject contents	- Types of communication - Interpersonal communication - basic issues - Basic stages in communication - Barriers in communication - Negotiation - workshop - Assertiveness - workshop		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	colloquium	51.0%	100.0%

Recommended reading	Basic literature	1. M. McKay, M. Davis, P. Fanning, Sztuka skutecznego porozumiewania się, GWP, 2021
	Supplementary literature	1. M. Chmielecki, techniki negocjacji i wywierania wpływu, Wyd. OnePress, 2020. 2. P. Kowalewski, Profesjonalne negocjacje. Psychologia rozmów nie tylko biznesowych, Wyd. OnePress, 2022. 3. B. Kozyra, Komunikacja bez barier, Wyd. MT Biznes, 2019.
	eResources addresses	
Example issues/ example questions/ tasks being completed	- Describe the different types of communication (verbal, and non-verbal) and provide examples of how each type can be used effectively in the insurance industry. - Identify and discuss common challenges in interpersonal communication within an insurance company setting. - Outline the basic stages of the communication process and explain how understanding these stages can improve interactions between insurance agents and clients. - Analyze common barriers to effective communication and suggest strategies to overcome these barriers in the context of an insurance sales team. - Engage in a negotiation role-play exercise where students must negotiate the terms of an insurance policy with a hypothetical client, focusing on reaching a mutually beneficial agreement.	
Work placement	Not applicable	

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