

Subject card

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| 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. | | | | | | |

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| 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> | |

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| | 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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