



## DESCRIPTION OF THE OBJECT

<b>FIELD OF STUDY</b>	<b>Management</b>
<b>SPECIALISATION</b>	Trade and services
<b>MODE OF STUDY</b>	Full-time studies / Part-time studies
<b>SEMESTER</b>	6

<b>Name of the subject</b>	<b>Trade negotiations</b>
<b>Hourly dimension of particular forms of classes</b>	Full-time studies – 30 Part-time studies - 18
	• <b>lectures</b> Full-time studies – 10; Part-time studies - 8
	• <b>other forms</b> Full-time studies – 20; Part-time studies - 10

<b>Learning objectives:</b>	<ul style="list-style-type: none"> <li>– presenting the essence and particular phases of trade negotiations</li> <li>– to present the basic techniques of trade negotiation and the ways to defend against them</li> </ul>
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<b>Learning outcomes for the subject</b>	
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<b>Number</b>	<b>Learning outcomes, a student who has successfully completed the course will be able to:</b>	<b>Reference of learning outcomes for the programme</b>	<b>The reference to the learning outcomes for the area</b>
EK_W01	identify the basic principles of effective negotiations	K_W03 K_W06 K_W09	P6S_WG
EK_W02	indicate and present the different phases of the negotiation process in trade	K_W07 K_W09 K_W10	P6S_WG
EK_U03	choose and apply basic techniques of trade negotiation appropriately	K_U05 K_U06 K_U12	P6S_UW P6S_UO
EK_U04	choose and apply basic defence techniques in trade negotiations appropriately	K_U05 K_U06 K_U12	P6S_UW P6S_UO
EK_K05	is aware of the level of his/her knowledge and skills, understands the need for constant personal and professional development, learning new negotiation techniques and acquiring necessary knowledge also through professional practice	K_K01 K_K03	P6S_KK

Content number	Educational/ curricular content	Reference to learning outcomes for the subject
	<b>Lectures</b>	
T_01	Basic principles of effective negotiation I: <ul style="list-style-type: none"> <li>the concept of negotiation, basic strategies, relations between negotiating parties, the role of objective negotiation criteria, BATNA, the role of the environment, the role of time</li> </ul>	EK_W01
T_02	Basic principles of effective negotiation II: <ul style="list-style-type: none"> <li>communicating in the negotiation process, non-verbal communication in the negotiation process, the role of attentive listening, the art of asking questions, the art of answering questions, faith in the printed word, success in negotiations</li> </ul>	EK_W01
T_03	Phases of the negotiation process I: <ul style="list-style-type: none"> <li>preparation, definition of the subject, definition of the objectives, analysis of the situation of the other party, definition of the area of negotiation, choice of strategy, other elements of preparation, initial phase - opening, distance and climate, definition of the rules of the game, exchange of initial positions, repeated analysis of assumptions and modification of strategy</li> </ul>	EK_W02
T_04	Phases of the negotiation process II: <ul style="list-style-type: none"> <li>mid-phase, completing the initial phase, creating momentum for the negotiation, ways to maintain the momentum and overcome deadlock, mid-phase analysis, final phase, testing the limits, absolute limit of concessions, time pressure, saving face, signing the agreement and implementation</li> </ul>	EK_W02
T_05	The role of cultural differences in negotiations <ul style="list-style-type: none"> <li>North America, Western Europe, Latin America, Middle East, Far East</li> </ul>	EK_W01 EK_W02 EK_K05

	<b>Exercises</b>	
T_06	Negotiation tactics I	EK_U03 EK_K05
T_07	Negotiation tactics II	EK_U03 EK_K05
T_08	Defence techniques in negotiation I	EK_U04 EK_K05
T_09	Defence techniques in negotiation II	EK_U04 EK_K05

Methods and forms of teaching	Educational and curricular content
Lecture with multimedia presentation of selected issues	
Conversation lecture	T_01 – T_05
Problem-based lecture	
Informative lecture	

Discussion	
Working with text	
Case study method	
Problem-based learning	
Didactic/simulation game	
Exercise method	
Workshop method	T_06 – T_09
Project method	
Multimedia presentation	
Audio and/or video demonstrations	
Activation methods (e.g. brainstorming, SWOT analysis technique, decision tree technique, „snowball” method, constructing „mind maps”)	
Other (which ones?) - ...	
...	

<b>Evaluation criteria in relation to particular learning outcomes</b>				
<b>Learning outcome</b>	<b>For assessment 2</b>	<b>For assessment 3</b>	<b>For assessment 4</b>	<b>For assessment 5</b>
EK_W01	Student is unable to identify the basic principles of effective negotiation	Student is able to identify the basic principles of effective negotiation	The student is not only able to identify the basic principles of effective negotiation but also to give examples of concrete situations when to apply them	Students will not only be able to identify the basic principles of effective negotiation but also to give examples of specific situations when to apply them and to name factors influencing their effectiveness
EK_W02	The student is not able to present the basic phases of trade negotiations	Student is able to present the basic phases of trade negotiations	The student is not only able to present the basic phases of trade negotiations, but also to indicate their most important elements	The student is not only able to present the basic phases of trade negotiations, but also to indicate their most important elements and to define their meaning
EK_U03	The student is unable to select and apply basic negotiation techniques in commerce	The student is able to select and apply basic negotiation techniques in commerce	The student is not only able to select and apply basic negotiation techniques in commerce, but also to indicate situations in which to apply them	The student will not only be able to select and apply the basic techniques of commercial negotiation, but will also be able to indicate the situations in which to apply them and the factors that play a key role in them
EK_U04	The student is not able to select and apply basic defence techniques in commercial negotiations	The student is able to select and apply basic defence techniques in commercial negotiations	The student is not only able to select and apply basic defence techniques in business negotiations, but also to indicate situations in which to apply them	The student will not only be able to select and apply basic defence techniques in commercial negotiations, but will also be able to indicate the situations in which to apply them and to present the factors which play a key role in them
EK_K05	The student does not perceive the relationship between the competences of different actors and environments and their influence on trade negotiations	The student has a basic understanding of the relationship between the competences of different actors and environments and their influence on trade negotiations	The student has a good perception of the relationship between the competences of different actors and environments and their	The student fully perceives the relationship between the competences of different actors and environments and their influence on trade negotiations

			influence on trade negotiations	
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Verification of learning outcomes	EK symbols for the module/subject				
	W01	W02	U03	U04	K05
Written examination					
Oral examination					
Written credit					
Oral credit	X	X	X	X	X
Written colloquium					
Oral colloquium	X	X	X	X	X
Test					
Project					
Written work					
Report					
Multimedia presentation					
Work during exercise	X	X	X	X	X
Other (which?) -					

Hourly teaching load and student workload	Full-time studies	Part-time studies
1. Lectures (joint participation of academics and students)	10	8
2. Other forms (joint participation of academic staff and students)	20	10
3. Consultation with the teacher	-	-
<b>Total 1+2+3</b>	<b>30</b>	<b>18</b>
4. Internships (carried out by students on their own)	—	—
5. Student's own work (including homework and project work, preparation for a credit/exam)	20	32
<b>Total 4+5</b>	<b>20</b>	<b>32</b>
<b>SUMMARY 1+2+3+4+5</b>	<b>50</b>	<b>50</b>
<b>Total ECTS credits according to the study plan</b>	<b>2</b>	

<b>Reference literature</b>	<ol style="list-style-type: none"> <li>1. R. Fisher, W.Ury, B.Patton: Dochodząc do tak. Negocjowanie bez poddawania się, PWE Warszawa 2004</li> <li>2. Z. Nęcki: Negocjacje w biznesie. Wyd. Profesjonalnej Szkoły Biznesu, Kraków 2000 i późniejsze</li> <li>3. J. Kamiński: Negocjowanie – techniki rozwiązywania konfliktów, Poltext, Warszawa 2003</li> <li>4. R.A. Rządca: Negocjacje w interesach. PWE, Warszawa 2003,</li> <li>5. U. Kałużna-Drewińska: Negocjacje w biznesie. Kluczowe problemy, AE Wrocław 2006</li> </ol>
<b>Complementary literature</b>	<ol style="list-style-type: none"> <li>1. P. Steele , J. Murphy,R. Rusill: Jak odnieść sukces w negocjacjach, Oficyna Ekonomiczna, Kraków 2005,</li> </ol>

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|  | <p>2.H. Jastrzębska-Smolagi (red.) Ekonomiczne podstawy negocjacji, Diffin, Warszawa 2007</p> <p>3. C. Lyons: Ja wygrywam, ty wygrywasz. MT. BIZNES, Warszawa 2008</p> <p>4.K. Bargiel-Matusiewicz: Negocjacje i mediacje, PWE Warszawa 2007</p> <p>5.E.M. Cenker: negocjacje, Wyd. Wyższej Szkoły Komunikacji i Zarządzania, Poznań 2002</p> |
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