



BUSINESS NEGOTIATIONS

Syllabus

Basic information

Field of study Electives		Didactic cycle 2025/26	
Speciality -		Subject code EKOPSW.S.L8.0383.25	
Organizational unit School of Undergraduate and Graduate Studies		Lecture languages English	
Study level undergraduate studies		Mandatory Elective	
Study form full-time		Block Free choice electives	
Education profile general academic/practical		Department responsible for the subject Department of Consumption Research	
		Subject related to scientific research No	
		Subject shaping practical skills No	
Coordinator	Aleksandra Burgiel-Szewc		
Teacher	Aleksandra Burgiel-Szewc		
Period Semester 4	Form of teaching, number of hours and method of examination • lecture: 14, Credit with grade	Number of ECTS points 3	
Sustainable Development Goals	ethics/ ethical; partnership; cooperation; trust; openness		

Goals

Code	Goal
C1	The purpose of the course is to introduce the concept of negotiation as a means of resolving different types of conflicts in business relationships. Its main goal is to familiarize students with the basics of negotiation, its role and importance, as well as the different styles, strategies and techniques of negotiation. Upon completion of the course, the students should: 1. have knowledge of the essence and importance of negotiation, 2. have the ability to analyse conflict situations and propose solutions to identified conflicts, 3. know and be able to use basic negotiation techniques in a business context

Recommended requirements

N/A

Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
Knowledge:			
W1	knows and understands the essence of relations between economic agents, a component of which is negotiation conducted in a multicultural environment; has advanced knowledge of the norms and principles of conducting negotiations	DZR.M_W01	Final test (written) - test
Skills:			
U1	demonstrates different positions, discusses specialized topics with diverse audiences, including international ones, classifies negotiations styles	DZR.M_U02	End-of-course assessment - case study solved individually
U2	participates in debates and negotiations; presents and evaluates different opinions; discusses them with the use of special terminology from the negotiation field	DZR.M_U03	End-of-course assessment - case study solved individually
Social competences:			
K1	follows the principles of ethics in communication and negotiation processes	DZR.M_K06	End-of-course assessment - case study solved individually

Study content

No.	Course content	Subject's learning outcomes	Activities
1.	Introduction to and overview of negotiations	W1	lecture
2.	Meaning, goals and styles of business negotiations	W1, K1	lecture
3.	Negotiations basic - communication and persuasion	U2, K1	lecture
4.	Different types and strategies of business negotiations	W1, U1	lecture
5.	Techniques and tactics used in business negotiations	U1, U2	lecture

No.	Course content	Subject's learning outcomes	Activities
6.	Dynamic of negotiations - stages of negotiation processes, preparing and controlling negotiations	W1, U1, U2	lecture
7.	Cultural differences as a factor differentiating negotiation styles	U1, K1	lecture

Additional information

Activities	Methods of conducting classes
lecture	Lecture using activating techniques

Activities	Examination method	Percentage
lecture	Final test (written) - test	60%
lecture	End-of-course assessment - case study solved individually	40%

Activities	Credit conditions
lecture	<p>Students are recommended to attend the classes as part of them serves as a preparation and introduction to exercises that make an important part of a grade.</p> <p>The final grade depends on the results of:</p> <ul style="list-style-type: none"> written test (open and closed questions, filling the gaps, explanation of terms and abbreviations) class activity (solving cases, participation in discussions and exercises). <p>All students need to pass the test, and the exercises scores are then added to improve the test results.</p>

Literature

Obligatory

- Fisher R., Ury W., Patton, B. (2012). Getting to Yes. Negotiating an agreement without giving in. Random House Business
- Davies M. (2021). The Practical Negotiation Handbook. A Five Step Approach to Lasting Partnerships. Kogan Page
- Lewicki R.J, Barry B., Saunders D.M. (2015). Negotiation: Readings, Exercises and Cases. McGraw-Hill Education

Optional

- Volland A., Gietl K. (2023). The Business Negotiation Handbook: A Practical Handbook for Achieving Your Goals and Closing Successful Deals
- Raftopoulos E. (2019). International negotiation: a process of relational governance for international common interest. Cambridge University Press
- Benoliel M. (ed.) (2015). Negotiation excellence: successful deal making, World Scientific Publishing
- Baker N., Fisher J. (2018). How To Negotiate: Persuade Using The Power of Influence and Conversation Skills to Increase Your Confidence in Negotiation
- Burgiel A., Zrałek J. (2020). Development of Students' Leadership Skills: Role of International Experiences, [in:] Global Leadership and Leadership Development, A. Burgiel, T.B. Wiwczarowski (eds.), Verlag Dr. Kovac, Hamburg

Calculation of ECTS points

Activity form	Activity hours*

lecture	14
Solving tasks and case studies	30
Literature study	20
Analysis of lecture notes	12
Student workload	Hours 76
Number of ECTS points	ECTS 3

* hour means 45 minutes

Major learning outcomes for the subject

Code	Content
DZR.M_K06	Jest gotów do odpowiedzialnego pełnienia ról menedżerskich, organizacyjnych, przywódczych i zespołowych, zarówno w kontekście lokalnym i globalnym, z uwzględnieniem zmieniających się potrzeb społecznych, w tym: – rozwijania dorobku zawodu, – podtrzymywania etosu zawodu, – przestrzegania i rozwijania zasad etyki zawodowej oraz działania na rzecz przestrzegania tych zasad.
DZR.M_U02	Potrafi komunikować się na tematy specjalistyczne ze zróżnicowanymi - w tym międzynarodowymi - kręgami odbiorców posługując się specjalistyczną terminologią z zakresu nauk o zarządzaniu i jakości.
DZR.M_U03	Potrafi brać udział w debatach poświęconych zagadnieniom organizacji i zarządzania, zarówno jako uczestnik, jak i prowadzącyje.
DZR.M_W01	Zna i rozumie w pogłębionym stopniu - wybrane fakty, obiekty i zjawiska oraz dotyczące ich metody i teorie wyjaśniające złożone zależności między nimi, stanowiące zaawansowaną wiedzę ogólną z zakresu nauki o zarządzaniu i jakości oraz z zakresu dyscyplin uzupełniających: ekonomii i finansów, matematyki i informatyki, komunikacji i nowych mediów tworzących podstawy teoretyczne, uporządkowaną i podbudowaną teoretycznie wiedzę obejmującą kluczowe zagadnienia oraz wybrane zagadnienia z zakresu zaawansowanej wiedzy szczegółowej - właściwe dla programu studiów na kierunku Zarządzanie.