



Sales Management and Business Negotiations Syllabus

1. Module Title	Sales Management and Business Negotiations	2. Module Code	
3. Academic Year, Semester, Mode of Studies	2024/2025 academic year Semester 1, Full-time Studies		
4. Aims and Learning Outcomes	<p>Aims Preparing the student for the specifics of negotiations in an international environment. Creating the basis for using knowledge of negotiation techniques and tools in an international business environment.</p> <p>Learning Outcomes Having completed this module student:</p>		
Knowledge	Code		Assessment
	Subject	Field	
Has in-depth knowledge of negotiations in international business, knows the methods of social communication.	EP-1	K_W10	Midterm
Has knowledge of formulating negotiation strategies depending on external and internal conditions.	EP-2	K_W06	Midterm
Skills	Code		Assessment
	Subject	Field	
Is able to negotiate using selected techniques of influence and evaluate them.	EP-3	K_U14	Group project
Can formulate communication strategies and select negotiation tools for specific areas of activity.	EP-4	K_U14	Group project
Can identify the main barriers and sources of difficulties during negotiations in an international environment	EP-5	K_U12	Group project
Social Competencies	Code		Assessment
	Subject	Field	
Can participate in the negotiations team performing various roles in it.	EP-7	K_K02	Group project
Shows openness to the world and understanding of other cultures, has entrepreneurial skills.	EP-8	K_K03 K_K05	Group project
5. Module Leader	Name		E-mail
	Jacek Kind, Mgr		jacekkid1@yahoo.com
6. Lecturer (s)	Name		
	Jacek Kind, Mgr		jacekkid1@yahoo.com
7. Module	Master's		Bachelor's

Level	X	
8. Year and Programme	Year	Programme
	I	Management
9. Module Content		
#.	Topics Discussed	Hours
Workshop		
1	Introduction to negotiations in an international environment. The concept and meaning of negotiations. The specificity of negotiations in an international environment	2,5
2	The specificity of negotiations in an international environment. Types of negotiations. Ways to build a negotiating team. Etiquette in the process of negotiating in an international environment. Differences in customs and their place in the negotiations process.	2,5
3	Verbal and non-verbal communication during negotiations in an international environment. Pillars of proper communication. The importance of verbal communication for negotiations in an international environment. The importance of non-verbal communication for negotiations in an international environment.	2,5
4	Conflict in negotiations. Diagnosis of conflict situations, conflict management, ways of resolving conflicts during negotiations.	2,5
5	Sources of difficulties in international negotiations. Stereotypes and prejudices. Intercultural differences, the importance of ethnocentrism in the negotiating context. CASE STUDY: discussion of practical examples of the most common difficulties encountered during negotiations in an international environment.	2,5
6	Assertiveness in negotiations. The importance of assertiveness in negotiations. Effective refusal. Psychological conditions of negotiations in the international environment. Assertiveness workshop.	2,5
7	Techniques of exerting influence in negotiations part I Impact tools. Reciprocity rule. Principles of reciprocity rule operation. Reciprocity concessions. Refusal-withdrawal. Defence against reciprocity. The rule of commitment and consistency. Operating principles. Defence techniques. CASE STUDY.	2,5
8	Techniques of exerting influence in negotiations part II Social proof of equity. The principle of social proof. Uncertainty and susceptibility to social evidence of equity. Defence against the rule of social proof of equity. Liking and liking. Unavailability rule. Friendship as a tool of influence on others. Physical attractiveness as a tool of influence. Defence against the influence of the principle of liking and sympathy and the rule of reciprocity. CASE STUDY.	2,5
9	Ability to negotiate in an international environment. Negotiation styles (competitive style, collaborative style). Cooperation negotiation rules. Difficult negotiating situations. Negotiation phases.	2,5
10	Negotiating tactics. Tactics of incomplete power of attorney, rule of the Krakow market, tactics of "picking", good policeman - bad policeman, funny money, dead fish, reward in paradise, vice, apparent concessions, policy of deeds.	2,5
11	Negotiating global transactions. Principles of preparing global negotiations - place, time, scope and phases of global negotiations; negotiation styles; cultural differences and their impact on global negotiations	2,5
12	The use of negotiation games in the negotiation preparation process	2,5
10. Individual Student's Work		

#.	Description	Hours
	Preparation for midterm exam	20
	Group project	25
11. Assessment Methods	Coursework (100%): group project (70% each); midterm exam (30%)	
12. Assessment Criteria	Points translate into marks as follows: 50 - 59 points: mark 3 60 - 69 points: mark 3.5 70 - 79 points: mark 4 80 - 89 points: mark 4.5 90 - 98 points: mark 5 98-100 points: mark 5.5 In the case of exceptional student's performance, the lecturer may award a mark of 5.5 even with an insufficient number of points scored.	
13. ECTS Credits	3	
		Hours
	ECTS	
	Contact Hours	
	Workshop	30
		1,2
	Other Form	
	Individual Student's Work	
	- Preparation for midterm exam	20
	- Group project	25
	SUMM	75
		3
14. Required Readings	1. Roger Fisher, William Ury Getting to Yes: Negotiating Agreement Without Giving In, 2011 2. Chris Voss Never Split the Difference: Negotiating As If Your Life Depended On It, 2016.	
15. Recommended Readings	Barry Maude International Business Negotiation: Principles and Practice (2 nd edition), 2020.	
16. Place where module is run	Lazarski University	
17. Other	n/a	