



Subject card

Subject name and code	NEGOTIATION AND INTERNAL COMMUNICATION, PG_00071054						
Field of study	Economic Analytics						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	second-cycle 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	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Entrepreneurship -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Beata Krawczyk-Bryłka				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	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	30		3.0		17.0	50
Subject objectives	preparing students to effectively and responsibly conduct business negotiations and ensure efficient internal communication by developing skills in collaboration and argumentation, based on knowledge of negotiation and communication processes, while fostering ethical decision-making in the context of organizational functioning.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W05] has in-depth knowledge of integrating economic, legal, and ethical aspects in analyses and their application in entrepreneurial activities.		knows and understands how negotiation and internal communication processes operate within an organisation, including their economic, legal, and ethical context and their relevance in business practice		[SW2] Assessment of knowledge contained in presentation		
	[K7_U05] collaborates with others in team projects, effectively fulfilling both leadership and team member roles to achieve established goals.		is able to conduct business negotiations and internal communication, effectively collaborating with others in a negotiation team, performing various team roles, and applying argumentation tailored to the goals and interests of the parties involved.		[SU3] Assessment of ability to use knowledge gained from the subject		
	[K7_K02] acts entrepreneurially, making competent and ethical decisions that consider the public interest as well as economic, social, and environmental values.		is prepared to make competent and ethical decisions in negotiations, ensuring due consideration of the public interest.		[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	Course content – exercises 1. Negotiations and communication introduction 2. Principles of effective interpersonal communication 3. Communication styles 4. Communication in the project team and in the organization 5. Presentation rules 6. Aspects of communication in negotiations 7. Individual negotiation styles and strategies 8. Negotiation stages 9. Preparation for negotiation talks 10. Techniques of argumentation and influencing 11. Intercultural negotiations 12. Online communication and negotiation 13. Solving the conflict 14. Simulations of negotiation situations		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Individual and team-based negotiation simulations (role-playing) with reflective evaluation	60.0%	20.0%
	Negotiation simulation – reflective discussion	60.0%	10.0%
	Test	60.0%	70.0%
Recommended reading	Basic literature	1. Cialdini R.: Wywieranie wpływu na ludzi, GWP, Gdańsk 2009	
	Supplementary literature	1. Lax A.D.: Negocjacje w trzech wymiarach. Jak wygrać najważniejsze gry negocjacyjne, MT Biznes Sp z o.o., Warszawa 2007	
	eResources addresses		
Example issues/ example questions/ tasks being completed	What influence techniques can be used in a specific negotiation situation?		
Practical activities within the subject	Not applicable		

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