



Subject card

Subject name and code	NEGOTIATION AND INTERNAL COMMUNICATION, PG_00071078						
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			English		
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_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		
	[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		

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	<table border="1"> <thead> <tr> <th data-bbox="451 510 794 539">Subject passing criteria</th> <th data-bbox="802 510 1145 539">Passing threshold</th> <th data-bbox="1153 510 1477 539">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="451 551 794 602">Negotiation simulation – reflective discussion</td> <td data-bbox="802 551 1145 602">60.0%</td> <td data-bbox="1153 551 1477 602">10.0%</td> </tr> <tr> <td data-bbox="451 613 794 642">Test</td> <td data-bbox="802 613 1145 642">60.0%</td> <td data-bbox="1153 613 1477 642">70.0%</td> </tr> <tr> <td data-bbox="451 654 794 719">Individual and team-based negotiation simulations (role-playing) with reflective evaluatio</td> <td data-bbox="802 654 1145 719">60.0%</td> <td data-bbox="1153 654 1477 719">20.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Negotiation simulation – reflective discussion	60.0%	10.0%	Test	60.0%	70.0%	Individual and team-based negotiation simulations (role-playing) with reflective evaluatio	60.0%	20.0%
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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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