

2. Sales and Negotiations

1. Module Title	Sales and Negotiations	2. Module Code	
3. Academic Year, Semester, Module Status	2022-2023 Spring semester, Full-time		
4. Aims and Learning Outcomes	<p>This course aims to introduce students to general principles of negotiation and salesmanship in a business and management context.</p> <p>Through the study of real-life business cases, negotiation games and project work, students will learn how to evaluate negotiation and sales strategies that are critical for business success, and will learn how to implement those strategies effectively.</p>		
Knowledge	Effect Code		Assessment
	Subject	Field	
1. Has knowledge of the sales and communication techniques as well as their sources, nature, changes and ways of operation.		K_W03	Midterm exam.
2. Knows and understands the relationships between economics, economy and their surroundings, in order to build effective communication and negotiations.		K_W01	Midterm exam.
Skills	Effect Code		Assessment
	Subject	Field	
1. Is able to use economic information in a practical way and process it for the needs of negotiations and communication activities.		K_U01	Business simulations and negotiation case studies.
2. Is able to assess the viability of solutions and make decisions on predominantly operational and tactical levels.		K_U02	Business simulations and negotiation case studies.
3. Is able to effectively manage human, material, financial and information resources in order to perform tasks.		K_U16	Business simulations and negotiation case studies.
4. Can select and use the most appropriate negotiation and sales strategy		K_U15	Business simulations and negotiation case studies.
Social Competencies	Effect Code		Assessment
	Subject	Field	
1. Is prepared to participate in the construction of social projects which also embrace economic and managerial aspects of entrepreneurship.		K_K08	Business simulations and negotiation case studies.
2. Is prepared to engage into negotiations		K_K09	Business simulations

to achieve the necessary aims.			and negotiation case studies.
3. Is able to take decisions and organise work in a team; communicate clearly with the team members.		K_K06	Business simulations and negotiation case studies.
5. Module Coordinator	Name		E-mail
	mgr Natalia Głowacka		natalia.kaczmarek.official@gmail.com
6. Lecturer	Name		E-mail
	mgr Natalia Głowacka		natalia.kaczmarek.official@gmail.com
7. Module Level	Masters		Bachelors
			x
8. Year and Programme	Year		Programme
	2		BA in Management
9. Module Content			
#	Topics Discussed		Hours
Workshop			
	<ol style="list-style-type: none"> 1. Introduction to sales and negotiations. 2. Evolution of selling models that complement the marketing concept. 3. Building trust and sales ethics. 4. Understanding buyers, communication and negotiation skills. 5. Strategic prospecting & preparing for the sales dialogue - creating and communicating value. 6. Product-selling strategies that add value. 7. Determining customer needs with a consultative questioning strategy. 8. Exploring best alternative to a negotiated agreement. 9. Leadership skills and negotiation skills. 10. Business competitive negotiations. 11. Risk and opportunity analysis. 12. Public problems negotiations. 13. Evaluation of key success factors and strategic alternatives. 14. Conflict resolution & crisis negotiations. 15. International negotiation. 		<p>2.0 h each topic</p> <p>30 h together</p>
<p>In order to facilitate the practical approach to teaching process students will be given assignments that will contain a mixture of exercises to test understanding of the negotiation concepts, problem solving skills, as well as ability to think analytically and apply the theory to real life scenarios.</p>			
10. Individual Student's Work			
#	Description		Hours
	Covering required readings		40

	Taking part in games, discussions and group work	20
	Preparation for the midterm exam	20
11. Assessment Methods	In-class participation (negotiation games) – 60%. Midterm exam – 40%.	
12. Assessment Criteria	In order to pass the course student should score at least grade 3.0 (50%) as the total grade for semester. Scoring translates into grades as follows: 50 - 59 points - grade 3 60 - 69 points - grade 3.5 70 - 79 points - grade 4 80 - 89 points - grade 4.5 90 - 98 points - grade 5 98-100 points - grade 5.5 In the case of exceptional student achievements, the lecturer can award a 5.5 grade with fewer points.	
13. ECTS Credits	5	
		Hours
		ECTS
	Contact Hours	
	Workshop	30
	Consultation	15
	Other Kind of Student's Activity	
	Individual Student's Work	80
	SUMM	125
		5
14. Required Readings	1. Roger Fisher, William L. Ury, Bruce Patton “Getting to Yes: Negotiating Agreement Without Giving In” Houghton Mifflin Harcourt (1992)	
15. Recommended Readings	1. Willem Mastenbroek “Negotiate” Blackwell Pub (1989) 2. ArdiKolah „The Art. Of Influencing and Selling” Kogan Page (2013) 3. Roy Lewicki “Essentials of Negotiation” McGraw-Hill Higher Education (2010)	
16. Place where module is run	LU campus	
17. Other		