



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Negotiation Strategies and Mediation in Business [S1DSwB1>SNiMwB]

Course

Field of study

Data Science in Business

Year/Semester

3/5

Area of study (specialization)

–

Profile of study

general academic

Level of study

first-cycle

Course offered in

Polish

Form of study

full-time

Requirements

elective

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

0

Number of credit points

3,00

Coordinators

dr inż. Małgorzata Spychała

malgorzata.spychala@put.poznan.pl

Lecturers

Prerequisites

Knowledge: The student knows the basic concepts related to social conflict and negotiations. Skills: The student has the ability to recognize, associate, and interpret fundamental interpersonal principles. Social Competences: The student is aware of the importance of the negotiation process in both professional and personal life.

Course objective

To equip students with the knowledge and skills necessary to apply negotiation strategies and techniques in business transactions, as well as to develop mediation skills during the negotiation process.

Course-related learning outcomes

Knowledge:

Characterizes key ethical, social, and legal challenges related to negotiations and mediation in business [DSB1_W06].

Describes economic models and negotiation strategies used in various business contexts [DSB1_W09].

Explains the principles of conducting negotiations and mediation and their application in resolving business conflicts [DSB1_W10].

Skills:

Selects appropriate information sources and tools to support the negotiation and mediation process [DSB1_U01].

Applies various negotiation and mediation techniques by analyzing business cases and conducting negotiation simulations [DSB1_U02].

Formulates negotiation strategies tailored to conflict conditions, considering time pressure and high-stakes decisions [DSB1_U05].

Conducts a critical analysis of negotiation and mediation methods, assessing their effectiveness and impact on business relationships [DSB1_U07].

Justifies the choice of negotiation and mediation strategies, basing decisions on the analysis of real business cases [DSB1_U11].

Collaborates in negotiation teams, leading simulations and utilizing AI tools to support the negotiation process [DSB1_U14].

Social competences:

Critically analyzes their own negotiation knowledge and skills, striving for continuous improvement in the context of a changing business environment [DSB1_K01].

Engages in negotiation initiatives, utilizing mediation skills to build long-term business relationships [DSB1_K03].

Takes initiative in negotiations and mediation, developing conflict resolution strategies in accordance with business ethics [DSB1_K04].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

The learning outcomes are assessed through a final quiz consisting of 12 questions.

Grading criteria:

50% - fail (ndst)

≤ 50%; 60% ≥ - pass (dst)

< 60%; 70% > - satisfactory plus (dst plus)

≤ 70%; 85% > - good (db)

≤ 85%; 91% ≥ - good plus (db plus)

≤ 92%; 100% ≥ - very good (bdb)

Lecture participation:

During lectures, students earn points by actively participating in discussions. These points are added to their quiz score.

Exercises:

The exercise program is divided into five tasks, each graded from 1 to 10 points, with a maximum of 50 points. Students work in groups of 3-4, using brainstorming, metaplan, and psychodrama techniques to develop their mediation and negotiation skills in business contexts. They prepare and present mediation and negotiation processes. A minimum of 25.1 points is required to pass.

Programme content

The program covers topics related to negotiations and mediation in business, utilizing negotiation and mediation strategies and techniques.

Course topics

Lectures (15 hours):

Analyzes conflict resolution techniques under time pressure and high-stakes conditions.

Introduces negotiation and mediation - definitions, objectives, and their significance in business.

Explores negotiation strategies - negotiation styles and techniques.

Examines the mediation process - stages and the role of the mediator.

Applies negotiation and mediation in various business contexts (contracts, agreements, disputes).

Utilizes artificial intelligence technology in the negotiation and mediation process.

Exercises (15 hours):

Analyzes conflicts in groups and develops possible solutions.

Prepares for negotiations through case study analysis and problem-solving.

Conducts negotiation simulations - role-playing and applying negotiation strategies.
Engages in mediation exercises - conducting simulated mediation sessions.
Discusses case studies - analyzing real-life negotiations and mediations in business.
Simulates AI-assisted negotiations.

Teaching methods

Lecture: An informative lecture with a multimedia presentation, illustrated with examples provided on the board.

Exercises: Brainstorming, metaplan, psychodrama, and team-based tasks.

Bibliography

Basic:

1. Fisher, R., Ury, W., & Patton, B. (2011). *Getting to Yes: Negotiating Agreement Without Giving In*. Penguin Books.
2. Lewicki, R. J., Saunders, D. M., & Barry, B. (2015). *Negotiation*. McGraw-Hill Education.
3. Gmurzyńska, E. and Morek, R., eds. 2018. *Mediacje : teoria i praktyka*. Warszawa: Wolters Kluwer Polska.

Additional:

1. Fisher R., Shapiro D., (2009) *Emocje w negocjacjach*, Warszawa, J. Santorski & Co Agencja Wydawnicza.
2. Sambor W. i inni, (2013) *Scenariusze negocjacji biznesowych, trening umiejętności*, Warszawa, Poltex,

Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,00
Classes requiring direct contact with the teacher	30	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	45	2,00