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| 1. Field of study | Creative management in new media |
| 2. Faculty | Krzysztof Kieślowski Film School |
| 3. Academic year of entry | 2022/2023 (winter term), 2023/2024 (winter term), 2024/2025 (winter term) |
| 4. Level of qualifications/degree | second-cycle studies |
| 5. Degree profile | general academic |
| 6. Mode of study | full-time |

Module: Negotiations (optional courses: Conducting business negotiations or Conducting employee negotiations)

Module code: W8-ZN-S2-PN

1. Number of the ECTS credits: 3

| 2. Learning outcomes of the module | | | |
|---|---|------------------------------------|---------------------------------|
| code | description | learning outcomes of the programme | level of competence (scale 1-5) |
| PN_1 | Student has a basic knowledge of organizing and shaping relationships with partners in the negotiation process, has knowledge of strategies and techniques of influencing the negotiating parties. | K_W10 | 5 |
| PN_2 | Student acquires knowledge in the field of economics, psychology and communication of their interests in the negotiation process. | K_W09 | 4 |
| PN_3 | Student has the ability to critically analyze examples of negotiating situations, acquires the ability to apply techniques and principles of creating the optimal offer in everyday work. | K_U11 | 4 |
| PN_4 | Student is able to create an offer, contract or effective communication to reach relevant clients. | K_U12 | 5 |
| PN_5 | Student has assertive skills and communication skills, also in a team. | K_K10 | 3 |
| PN_6 | Student has the competence to efficiently shape positive relationships in the organization, as well as its environment, is aware of ethical issues in the negotiation process and the legal aspects of cooperating with other entities. | K_K12 | 4 |

| 3. Module description | |
|------------------------------|---|
| Description | <p>Optional subject:</p> <ul style="list-style-type: none"> • Conducting business negotiations • Conducting employee negotiations <p>Course description: Conducting business negotiations</p> <p>The aim of the course is to present knowledge in the field of conducting business negotiations, educating the ability to develop and conduct business negotiations, familiarize students with mechanisms that allow for proper interpretation of communication offers and shaping the behavior and expectations of the parties. The aim is also to acquire the skills and competences of the negotiator at the artist's interface with the media market,</p> |

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| | <p>commercial, non-profit or public institutions. As part of the course, texts will be developed for the purpose of obtaining offers and partners (subcontractors) for artistic projects, and roles will be played as part of the simulation of problem situations. Students participate in the entire negotiation process, striving to achieve the most favorable options and solutions.</p> <p>As part of the course, students participate in the process of creating a strategy and using a whole range of negotiation techniques to best present their offer and strengths to a potential contractor.</p> <p>Description of the subject: Conducting employee negotiations</p> <p>The theoretical part of the subject serves the purpose of learning the principles of verbal and non-verbal communication as the basis for negotiation, acquiring knowledge about various behaviors in the negotiation process, manipulations and techniques of exerting influence, also towards contractors from other cultures. The nature of the classes is a combination of theoretical and practical knowledge and verification of it through the implementation of real projects and situations that require the use of acquired skills.</p> <p>The subject will cover the following issues: identifying the needs of employees employed in a given company, identifying the needs of potential employees, identifying changes, their pace, directions and reasons in identified needs, segmentation of current and potential employees, creating products to meet specific needs, positioning offered personal products, meeting needs in the best available manner, further research on the degree of satisfying the needs.</p> |
| Prerequisites | Student has to be able to communicate with other people. He should know basics of psychology and law. |

4. Assessment of the learning outcomes of the module

| code | type | description | learning outcomes of the module |
|--------|-----------------------|---|---------------------------------|
| PN_w_1 | Test | Credit by completing the test with problem situations and preparation of participation in work and presentations solving specific negotiation problems. | PN_1, PN_2 |
| PN_w_2 | Continuous evaluation | The final grade is a weighted average of individual student work. | PN_3, PN_4, PN_5, PN_6 |

5. Forms of teaching

| code | form of teaching | | | required hours of student's own work | | assessment of the learning outcomes of the module |
|---------|-------------------|---|-----------------|---|-----------------|---|
| | type | description (including teaching methods) | number of hours | description | number of hours | |
| PN_fs_1 | lecture | Lectures combined with discussion, multimedia presentation and simulation. | 15 | Analysis of the literature on the subject, analysis of the lecture content, searching for examples in practice, independent implementation of the indicated material batches, including the subject literature. | 45 | PN_w_1 |
| PN_fs_2 | practical classes | Practical tasks - activating method - working in small groups, role playing, solving case studies. Classes take place in project groups, where people will solve the problems together. | 15 | Independent implementation of the material batch indicated in the syllabus and analysis of examples selected by the lecturer, repetition and consolidation of knowledge and skills acquired during the course. | 45 | PN_w_2 |