

Wyższa Szkoła Finansów i Zarządzania w Białymstoku



# Course Catalogue

Academic Year 2018/2019

**Winter Semester**

It consists:

- modules name
- numer of ECTS
- description of each module

No.	Courses	ECTS
<b>winter semester</b>		
1	Negotiations	4
2	Business Plan	4
3	Customer Relations and Sales Techniques	4
4	Business English	4
5	Finance	5
6	Intellectually Property Law	2
7	Human Resource Management	7
		<b>30</b>

<b>Subject: NEGOTIATIONS</b>	<b>ECTS: 4</b>
<p><b>Course aims:</b> The purpose of the course is to provide students with an opportunity to gain insight into the dynamics of negotiating and structuring of business transactions, and to give students experience in drafting communications and actual negotiations. Students will also learn about the legal and business issues that may arise in joint ventures and licensing agreements.</p>	
<p><b>Course results:</b></p> <p>Upon completion of this course, the students will be expected to:</p> <ul style="list-style-type: none"> <li>• Define the stages and elements of the negotiation process</li> <li>• Develop the skills and techniques of a successful negotiator</li> <li>• Identify optimal win-win solutions in negotiations and make profitable deals</li> <li>• Differentiate negotiation styles and mental models, analyze their own and their partner’s behavior in negotiations</li> <li>• Learn to counter manipulation and psychological press in negotiations</li> </ul> <p>Students will have learned to use four core competencies for effective negotiation, comprised of clusters of negotiation micro-skills:</p> <ol style="list-style-type: none"> <li>1. Managing the Flow of Information</li> <li>2. Shaping Perceptions of the Zone Of Possible Agreement</li> <li>3. Relationship &amp; Trust Building</li> <li>4. Dealcrafting - Creating &amp; Claiming Value</li> </ol>	
<p><b>Teaching methods:</b> This course will function as a hands-on laboratory. We will cover particular language issues together, then provide opportunities to practice in pairs, groups, and occasionally, in front of the entire class.</p>	
<p><b>Program of the course:</b></p> <ol style="list-style-type: none"> <li>1. Introduction to Negotiations: Definitions, theories, studies</li> <li>2. Preparing for Negotiation: Goal setting, identifying your BATNA (best alternative to a negotiated agreement) and ZOPA (zone of possible agreement); catalysts and barriers to successful collaboration; designing a negotiation plan</li> <li>3. In the room: stages of actual negotiation: three phases of negotiation- initial phase, exploratory phase, finalization; tactics for promoting a constructive negotiation climate; reaching an agreement, types of agreements</li> <li>4. Negotiation strategies: positional bargaining, principled negotiations (R. Fisher and W. Ury); Mixed negotiating (W. Mastenbroek); 3-D Negotiation (D. Lax and J. Sebenius)</li> <li>5. Countering manipulation and psychological pressure: methods of revealing and countering manipulation; transactional analysis of negotiations</li> <li>6. Post-negotiation stages: Implementation and compliance; post-negotiation assessment and evaluation</li> </ol>	

7. Special negotiation cases: International and cross-cultural negotiations; crisis negotiations

**Effects of education:**

Students who complete the course successfully will be able to:

- Describe the actions taken on different stages of negotiations; appreciate and explain the importance of pre-negotiation and post-negotiation phases
- List the roles and functions in negotiation teams; demonstrate the skills of organizing and managing negotiation teams
- Formulate and apply the instruments of negotiation strategy and tactics
- Identify the zone of possible agreement (ZOPA) in negotiations
- Explain the functions of the best alternative to a negotiated agreement (BATNA); recognize and use BATNA in negotiations
- Distinguish positions from interests in negotiations; discover interests of the other side in negotiations; create interest maps
- Identify different negotiation scenarios

**Assessment:**

**Participation: 50%**

This component of the grade is divided equally between participation in negotiation exercises and the quality of your contribution to class discussion.

**Exam 50%**

A written exam at the end of the course will be given.

**Basic literature:**

Berghoff, E. A. et al. (2007). *The International Negotiations Handbook. Success through Preparation, Strategy, and Planning*. PILPG and Baker & McKenzie. Online access: <https://static1.squarespace.com/static/5900b58e1b631bffa367167e/t/59f35bdd692670b730f26ac6/1509120994315/International%2BNegotiations%2BHandbook++%281%29.pdf>

M. Warzala- Wojtasiak, W. Wojtasiak (2008), „*Business English*”, SuperMemo World sp. z o.o., Poznan

**Additional literature:**

D. Bradlow, J. Finkelstein, “*International Business Negotiations*” A Practical Skills Approach through an Extended Simulation Module Utilizing Collaborative Teaching Methodology, Chapters 1, 2, 4.

J. Comfort, “*Effective Negotiation*”, Oxford Publishing

R.Fisher, W. Ury, “*Getting to Yes*”, 2<sup>nd</sup> Edition, Viking Penguin Publishing

<b>Subject: BUSINESS PLAN</b>	<b>ECTS 4</b>
<b>Course aims:</b> Understanding the sense of business plan as a strategy document in a company.	
<b>Course results:</b> Student knows: <ul style="list-style-type: none"> <li>• The definition of business plan</li> <li>• The stages of business plan preparing process</li> <li>• The structure of business plan</li> <li>• The attributes of well made business plan</li> <li>• The characteristic of main marketing and market strategies</li> <li>• The strategy of: product, price, distribution and promotion</li> </ul>	
<b>Teaching methods:</b> Lessons will be a combination of lectures, interactive class discussions and group works.	
<b>Program of the course:</b> <ol style="list-style-type: none"> <li>1. The analyze of business plan definition, the sense of BP, the process of BP creation.</li> <li>2. The structure of business plan. The rules of business marketing plan in industry; the attributes of well made business plan.</li> <li>3. The analyse of chosen marketing strategies.</li> <li>4. Characteristic of product strategies</li> <li>5. Characteristic of price strategies.</li> <li>6. Characteristic of distribution strategies.</li> <li>7. Characteristic of promotion strategies.</li> </ol>	
<b>Effects of education:</b> <ul style="list-style-type: none"> <li>• students understand the structure and content of a business plan, including the reasons for the structure and content;</li> <li>• students can prepare a first draft of their own business plan;</li> </ul>	
<b>Assessment:</b> Project - to prepare own Business Plan	
<b>Basic literature:</b> <ol style="list-style-type: none"> <li>1. Ph. Kotler, Marketing Management, Prentice Hall International, New Jersey, 2000</li> <li>2. J. C. Subhash, Marketing. Planning &amp; Strategy, South - Western College Publishing, Ohio, 2000</li> <li>3. Selected materials prepared for students</li> <li>4. Ph. Kotler, Principles of Marketing, Prentice Hall International, New Jersey, 2001</li> <li>5. I. MacKenzie, Managment and Marketing, Ian MacKenzie Hove, 1997</li> </ol>	

**Subject: CUSTOMER RELATIONS AND SALES TECHNIQUES**

**ECTS: 4**

**Course aims:**

The aim of course is to present to students information concerning the process of selling, techniques of selling and creating programmes of customer relationship management.

Students learn in detail:

- Typology of customers needs,
- Factors influencing consumer behavior,
- Typology of clients,
- Loyalty programmes,
- Relationship marketing,
- Management of relations with customers,
- Customer value creation,
- Stages of process of selling,
- Rules of creative selling,
- NLP techniques,
- Rules of exposition and merchandising,
- Rules of personal selling,
- Rules of selling on the telephone,
- Rules of selling in the internet.

**Course results:**

**Knowledge and abilities:**

1. Student has an ability to define customers' needs.
2. Student has an ability to characterize consumer buying behavior and describe factors influencing buying decision of customers.
3. Student knows basic types of customers and knows how seller should behave in presence of each type of customer.
4. Student understands the essence of customer's loyalty and knows how to create loyalty programmes for customers.
5. Student knows the examples of loyalty programmes.
6. Student understands how to gain competitive advantage through customer satisfaction and customer retention.
7. Student has an ability to create Customer Value Proposition.
8. Student has an ability to characterize the stages of process of selling.
9. Student knows the rules of effective exposition and merchandising techniques.
10. Student knows the rules of personal selling.
11. Student knows the rules of selling on the telephone.
12. Student knows the rules of selling in the internet.

**Teaching methods:**

lecture, exercise, case study, discussion.

**Program of the course:**

1. Customer needs and customer buying process (2h).
2. Customer searching and retention (2h).
3. Customer loyalty (2h).
4. Customer Value Creation (2h).
5. Customer Relationship Management and relationship marketing (6 h).
6. Psychology of selling. Process of selling (4h).
7. Image of store and merchandising (2h).
8. Creative selling (4h).
9. Neuro-linguistic programming techniques – NLP (2h).
10. Selling on the telephone and in the Internet (2h).
11. Evaluation (2h).

**Effects of education:**

Students have basic knowledge and skills necessary to work in Sales Department and create customer relationship programmes.

**Assessment:**

1. Activity.
2. Exercises / case studies.
3. Test.

**Basic literature:**

1. Kotler P., Marketing management. The millennium Edition, Prentice Hall International, USA 2000.
2. Dobiegała-Korona B., Masiukiewicz P., Customer value creation. Theory and practice, Warsaw School of Economics Press, Warsaw 2012.
3. Hennig-Thurau T., Hansen U., Relationship Marketing. Gaining Competitive Advantage Through Customer Satisfaction and Customer Retention, Springer, Heidelberg 2010.

**Additional literature:**

1. Antczak- Barzan A., Antczak B., Building effective customer relationships : marketing and public relations activities and tools, Wydawnictwo Wyższej Szkoły Gospodarki Euroregionalnej im. Alcide De Gasperi , Józefów 2014.
2. Mekonnin R., Customer Relationship Management and Marketing performance of Bank, LAP LAMBERT Academic Publishing, Saarbrucken 2013.
3. Storbacka K., Lehtinen J.R., Customer Relationship Management : creating competitive advantage through win-win relationship strategies, McGraw-Hill Book , Singapore 2001.

<b>Subject:</b> FINANCE	<b>ECTS:</b> 5
<b>Course aims:</b> This course is design to provide students with fundamentals of finance, financial markets, financial institutions and financial instruments.	
<b>Course results:</b> Understanding the fundamental mechanisms of financial system.	
<b>Teaching methods:</b> The approach to this course is both lecture and class discussion.	
<b>Program of the course:</b> <ol style="list-style-type: none"> <li>1. Finance and financial system</li> <li>2. State budget. State revenues and expenditures.</li> <li>3. Taxes (PIT, CIT, VAT)</li> <li>4. Banking system. Central bank and monetary policy. Commercial banks and their services.</li> <li>5. Financial market. Money market and capital market.</li> <li>6. International financial institutions.</li> <li>7. Governmental financial policy</li> </ol>	
<b>Effects of education:</b> <ul style="list-style-type: none"> <li>• students understand the role of state budget and banking system in the economy</li> <li>• Student get knowledge about the role of tax system in the country</li> <li>• Students understand how works Governmental financial policy in the economy</li> </ul>	
<b>Assessment:</b> Exam + project	
<b>Basic literature:</b> Z. Bodie, R. C. Merton, Finance, Prentice Hall, Inc., New Jersey 2000.	
<b>Additional literature:</b> Handouts.	



<b>Subject BUSINESS ENGLISH</b>	<b>ECTS: 4</b>
<p><b>Course aims:</b> Introduction students in to Business English, - delivering knowledge about English usage in Business, and Day to day activity and in General. Grammar in General , Developing listening and Reading skills, Practical Training , Developing Speaking and Writing skills. To ease up language barrier to improve speaking skills.</p>	
<p><b>Course results:</b> Knowledge about Business English , Understanding, and how to use in Business purposes, Day to day usages in English and in General. Developing listening and Reading skills, Practical Training , Developing Speaking and Writing skills .</p>	
<p><b>Teaching methods:</b> -Discussions -practical exercises of listening and reading. - speaking in general and different Business Environments,</p>	
<p><b>Program of the course:</b> Unit: 1 International English Page no 4 Talking Point English as a global language Listening: People talking about their attitudes to learning English.</p> <p>Unit: 2 Making Contacts Page no 6 Describe people Discussing appropriate conversation topics keeping the conversation going Networking Listening: People socializing at a conference People gossiping at a conference Grammar: Present Simple / Present Continuous Verb + Preposition</p> <p>Unit; 3 Making Calls Page no 11 Using the Telephone Making telephone phrases Exchanging information on the telephone. Grammar: Past Simple, Time adverbs for, in, during, ago, over, before</p> <p>Unit; 4 Keeping Track Page no 16 Meetings Checking and clarifying facts and figures Listening: Extracts from meetings Briefing meetings</p>	

Grammar: Superlative and Comparative,  
Phrasal Verbs. With, on, at, off, up, down

Unit; 5 Speed of life Page no 20  
Time Management  
Pressure at work

Listening: People talking about how speed affects their work .

Unit; 6 Business Travel Pages no 23  
Expressing like and dislike about traveling on business  
Making polite requests and enquiries  
Identifying signs as American English or British English

Listening: Greeting Visitors

Conversation; At Airport

Grammar; Polite question form, Collocation relating to travel

Unit; 7 Handling Calls Page no 28  
Attitudes to using the telephone  
Telephone manner  
Dealing with incoming calls

Listening: Telephone Conversation

Grammar; Will for future prediction, spontaneous decisions, offers, requests,  
promises,

Refusals, threats

Unit: 8 Making Decisions Page no 32  
Decision making  
Conducting meeting

Listening: External forms of meetings

Interview with James Bond

Grammar: Conditionals (future references)

Unless, as/ so long as, suppose/ supposing

Unit: 9 Big Business Page no 37  
Talking Points - Power of big business  
Stating Opinions, agreeing and disagreeing

Listening: People talking about the size of their company

Article: Land of giants

Unit: 10 Small Talk Page no 40  
Cultural differences in Meetings  
Questionnaire on cultural awareness  
Talking about experience.

Listening: People chatting at work

Grammar: Past simple / Present Perfect.

**Assessment**

The result of each student it is result of:

- activities during classes,
- marks achieved during practical exercises made through all meetings,
- Written examination.

**Basic literature:**

- 1) In Company - Intermediate,  
Mark Powell  
Macmillan Publication
- 2) Business English By Bill Mascull (Adv.)  
By Cambridge Professional English
- 3) Cambridge IELTS , For Listening and Reading .

<b>Subject: INTELLECTUAL PROPERTY LAW</b>	<b>ECTS: 2</b>
<p><b>Course aims:</b> The general aim of the course is to teach students elementary intellectual property law concepts and structures.</p> <p>The additional aim of the course is to master elementary copyright English and prepare students to conduct professional conversation on copyright terms.</p>	
<p><b>Course results:</b> Students have a knowledge of intellectual property system, concepts, principles and structures applied in Poland and Europe.</p>	
<p><b>Teaching methods:</b> Teaching methods of the course are:</p> <ul style="list-style-type: none"> <li>- explanation and lecturing,</li> <li>- demonstrating and modeling (using multimedia presentations),</li> <li>- questioning and testing.</li> </ul>	
<p><b>Program of the course (15 hours):</b></p> <p><b>Part I The World of Intellectual Property (2 hours)</b></p> <ol style="list-style-type: none"> <li>1) Definition of Intellectual Property</li> <li>2) International Copyright Protection</li> <li>3) International Industrial Property Protection</li> </ol> <p><b>Part II Introduction to Copyright (8 hours)</b></p> <ol style="list-style-type: none"> <li>1) Protected Works</li> <li>2) Owner of the Copyright</li> <li>3) Rights Protected (Economic Rights and Moral Rights)</li> <li>4) Duration of Copyright</li> <li>5) Permissible Use of Protected Works</li> <li>6) Organizations for Collective Copyright Management</li> <li>7) Exercise of Copyright (Devolution of Author's Economic Rights)</li> <li>8) Protection of Author's Moral and Economic Rights</li> <li>9) Criminal Liability</li> </ol> <p><b>Part III Introduction to Industrial Property (5 hours)</b></p> <ol style="list-style-type: none"> <li>1) General Principles of Industrial Property Law</li> <li>2) Inventions</li> <li>3) Trademarks</li> <li>4) Utility models</li> <li>5) Industrial design</li> <li>6) Geographical indications</li> <li>7) Polish Patent Office and The European Patent Register</li> </ol>	

**Assessment**

2 midterm exercises

+ final exam - multiple choice test

**Literature:**

- 1) *Copyright and Related Rights Act 1994*, 4th of February, the consolidated text of the act available on: [www.estudia.wsfiz.edu.pl](http://www.estudia.wsfiz.edu.pl)
- 2) *Industrial Property Law 2000*, 30 th of June, the consolidated text of the act available on: [www.estudia.wsfiz.edu.pl](http://www.estudia.wsfiz.edu.pl)
- 3) Nowinska E., *Intellectual property protection in Poland: copyright, patent law, trademarks*, "Twigger", Warszawa 1998, WSFiZ Library
- 4) materials prepared for students by lecturer

**Subject: HUMAN RESOURCE MANAGEMENT**

**ECTS: 7**

**Course aims:**

The aim of course is to present to students information concerning all stages of Human Resource Management process, starting from recruitment, selection, training and development, appraisal and compensation. Students learn how to:

- Conduct job analyses,
- Plan labor needs and conduct recruitment,
- Select job candidates,
- Orient and train new employees,
- Manage wages and salaries,
- Provide incentives and benefits,
- Appraise performance,
- Communicate,
- Train and develop employees,
- Build employee commitment.

**Course results:**

**Knowledge:**

1. Student knows the definition of HRM and understands the importance of HRM.
2. Student knows elements of job analysis process and the methods of job recruitment.
3. Student knows the rules of preparing a CV and an application letter.
4. Student knows the types of tests and rules of job interview.
5. Student knows the training techniques, their advantages and drawbacks.
6. Student knows the techniques of organizational renewal.
7. Student knows the appraisal methods.
8. Student knows how to manage careers in a company.
9. Student knows how to establish pay rates in a company.
10. Student knows how to assure employees' security.

**Abilities:**

1. Student has an ability to prepare CV and an application letter.
2. Student has an ability to prepare a job interview.
3. Student has an ability to prepare a training program.
4. Student has an ability to prepare a questionnaire form assessing a training.
5. Student has an ability to prepare a plan of career.
6. Student has an ability to analyze a case study.

**Teaching methods:** lecture, exercise, case study, discussion

**Program of the course:**

1. Introduction to human resource management (3 h).
2. Recruitment and placement (6 h).
3. Training and development (6 h).
4. Compensation (6 h).
5. Labor relations and employee security (6 h).
6. Test (3 h).

**Effects of education:**

Students have basic knowledge and skills necessary to work in Human Resource Management department.

**Assessment:**

1. Presence.
2. Group Works.
3. Test.

**Basic literature:**

1. Eugene McKenna, Human resource management : a cocise analysis, Pearson Education Limited, Longman 2002
2. Gary Dessler, Human resource management, Prentice-Hall International Limited, London 2000

**Additional literature:**

1. Human Resource Management Review