

Subject Code: 1MS2010191

**Subject Title: Business Etiquettes and Personality Development
(Non-Credit Course)**

1. Course Objectives and Outline:

Business etiquette in today's business era is important because it creates a professional, mutually respectful atmosphere and makes the inter-employee communication pleasant and effective, which helps an organization become a productive place. People feel better about their jobs when they feel respected, and that translates into better customer relationships as well. The course aims at imparting business etiquettes among the management students to make them more productive in organizational set-ups.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Continuous Assessment	
-	2	1	-	-	-	-

3. Course Pedagogy

Pedagogy for this course includes seminars, presentations, demonstrations and workshops. Group of students have to perform team activities under the guidance of their allotted faculty mentor. Practical demonstration of importance of business etiquettes during industrial visits is highly recommended.

4. Suggested Readings

a. Books

Sr. No.	Books
1	Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success; by Pachter, Barbara; McGraw-Hill Education
2	Business Etiquette : A Guide For The Indian Professional; by Shital Kakkar Mehra; Harper Collins Publisher

b. Journals/Magazines

- Harvard Business Review
- Readers Digest

c. Web-Links

- http://www.gcflernfree.org/print/jobsuccess/business-etiquette?playlist=Job_Success

- <https://www.americanexpress.com/us/small-business/openforum/articles/15-vital-business-etiquette-rules/>
- <http://smallbusiness.chron.com/business-etiquette-important-3112.html>

5. Evaluation of students

This being a non-credit course, students shall not be evaluated on the basis of traditional examination. For successful completion of the course, students have to complete all the assignments and obtain “S” (satisfactory) grade from their faculty mentor(s). A student obtaining “U” (unsatisfactory) grade has to repeat the course in the next immediate semester and has to obtain “S” grade.