

Subject Code: 1MS3010603

Subject Title: Business Etiquettes (BE)

1. Course Objectives:

Development is an enduring process of fostering, shaping and enhancing individuals' skills, knowledge and interests to ascertain their maximum efficacy and compliance. Development covers an assortment of activities, one of which is the knowledge of Business Etiquettes and Personality Development. The objective of the programme is to build self-confidence, enhance self-esteem and improve overall personality of the participants. The programme aims at grooming the participants through sensitizing them about proper behavior, socially and professionally, informal and informal circumstances.

2. Learning Outcomes

At the end of semester students would be able to

- Demonstrate an understanding of professionalism in terms of workplace behaviors and Workplace relationships.
- Adopt attitudes and behaviors consistent with standard workplace expectations.
- presenting oneself with finesse and making others comfortable in a business setting.
- Developing basic life skills or etiquettes in order to succeed in corporate culture.

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Examination Evaluation		Total
				University Assessment	Continuous Assessment	
4	0	0	4	60	40	100

4. Syllabus:

Module No.	Contents	Total Hours	Weight (%)
1	Business Etiquettes: An Overview • Significance of Business Etiquettes in 21st Century- Professional Advantage • Need and Importance of Professionalism • Leveraging the Use of technology in social media Workplace Etiquette • Personal Appearance - Formal Dressing, Casual Dressing, Accessories for Men & Women, Footwear, • General Appearance -What To Wear for Different Occasions. Using the Right Tone of Voice, Managing your volume in Business Settings, Sounding Confident. Dealing with Body Odour, Dealing with Bad Breath,	10	25

	Using Perfume. • <i>Etiquette for Personal Contact</i>- Introductions, Getting The names right, Handshakes, Facial Expressions, Eye Contact, Hand gestures & Posture. • <i>Etiquette in and around the Office</i>- Conversations at Work, Dealing with Colleagues, Difficult People and Issues Professionally ; Dealing with Confidential Issues in the Office, Dealing with Ethical Dilemmas. • <i>Office Party Etiquette</i>- alcohol, attire, attendance, food, conversations, introductions, entertaining customers		
2	E-Mail Etiquette • Significance of Netiquette • Enforcement of email etiquettes in the organization • E-mail: Way of professional communication • Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy • What every official mail should contain- Professional email address, Salutation, Subject line, concise body, closing the email, CC & BCC Telephone Etiquette • Telephone Communication Techniques –Placing Telephone calls, Answering Calls, Transferring Calls, Putting Calls on Hold, Taking Messages, Handling Rude Callers, Tactful Responses, Leaving Professional Messages • Developing Cell Phone Etiquettes • Voicemail Etiquette	10	25
3	Presentation Etiquette • How to design great presentations – Colour scheme, font size, content, spellings, animation • How to make effective presentations – Body language, confidence, Eye contact • Common mistakes during presentations Interview Etiquette For Applicants • What employers are looking for • Types of interviews • Top interview tips - preparing for an interview • Recommended interview attire • Interview checklist • Preparing for a telephonic interview • Frequently Asked Questions (FAQs) during interview • Common reasons for applicant rejection	10	25
4	Dining Etiquette • Basics of Dining Etiquettes	10	25

	• Basic essentials of dining table etiquettes - Napkin Etiquette, Drinking Soup, seating arrangements, Laying the table, how to use Cutlery, Posture & Behavior, Do's and Don'ts • International Dining Etiquettes: Dining essentials in other countries, American & Continental Styles of Eating • Business Meal Etiquette Public Speaking Etiquette • Speak hands-free, inject humor, Encourage Q and A's • Understand the power in a pause, • Stay mindful of the sound of your own voice • Understand your audience		
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5. Suggested Reference Books:

Author/s	Name of the Book	Publication
Raghu Palat	Indian Business Etiquette	Jaico Books (Latest)
Barbara Pachter Marjorie Brody	Complete Business Etiquette Handbook	Prentice Hall (Latest)
Nancy Mitchell	Etiquette Rules : A Field Guide to Modern Manners	Wellfleet Press (Latest)
Dorothea Johnson and Liv Tyler	Modern Manners: Tools to take up to the top	Potter Style(Latest)

6. Evaluation Scheme

The evaluation of participants will be on continuous basis comprising of the following Elements:

Component	Weight
University Examination * For the written examination, the open book examination may be opted by the paper setter appropriately	60%
Internal Assessment (40%) Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; • Mock Test, Quiz, Assignments, Case Presentation, Class Participation, PI &GD Projects, Team/Individual Assignments. • The weightage of a sub-component should not exceed 50% of internal assessment component weight. • The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%