

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Business Etiquettes
Course Code:	2MS3010603T
Pre-requisite Course:	Business Communication, Personality development

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.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
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, Using Perfume. Etiquette for Personal Contact - Introductions, Getting The names right, Handshakes, Facial Expressions, Eye Contact, Hand gestures & Posture. Etiquette in and around the Office - Conversations at Work, Dealing with Colleagues, Difficult People and Issues Professionally; Dealing with Confidential Issues in the Office, Dealing with Ethical Dilemmas. Office Party Etiquette - alcohol, attire, attendance, food, conversations, introductions, entertaining customers	10	20

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	20
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	20
4	Dining Etiquette Basics of Dining Etiquettes 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	10	20
5	Contemporary issues and cases in Business Etiquette	8	20

Text Books:

Sr. No.	Books
1	Indian Business Etiquette - Raghu Palat, Jaico Books (Latest)
2	Complete Business Etiquette Handbook - Barbara Pachter & Marjorie Brody, Prentice Hall (Latest)

Reference Books:

Sr. No.	Books
1	Etiquette Rules : A Field Guide to Modern Manners - Nancy Mitchell, Wellfleet Press (Latest)
2	Modern Manners: Tools to take up to the top - Dorothea Johnson and Liv Tyler, Potter Style(Latest)

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Understand the significance of business etiquette and professionalism in the 21st-century workplace.	Understand
CLO2	Demonstrate proficiency in email, telephone, and voicemail etiquette to enhance professional communication in business environments.	Apply
CLO3	Develop effective presentation skills, including slide design, body language, and confidence, while avoiding common mistakes during professional interactions.	Create
CLO4	Apply appropriate interview and workplace etiquette.	Apply
CLO5	Exhibit proper dining and public speaking etiquette.	Apply
CLO6	Analyze contemporary business etiquette challenges and apply ethical and professional standards in various workplace and social scenarios.	Analyse

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H			H					H	
CLO2	H			M					H	
CLO3		H		M						H
CLO4				M		H				H
CLO5				M			H		H	
CLO6					H			H	M	H

H: High, M: Medium, L: Low
