

Branch Name:	Faculty of Design
Program Code:	MS102
Course Name:	Business Etiquette
Course Code:	22-FMM105-1C
Pre-requisite Course:	

Course Objectives:

- To develop professional behavior and workplace ethics among students.
- To enhance communication, interpersonal, and presentation skills.
- To familiarize students with corporate culture and business etiquette standards.
- To prepare students for professional interactions within the fashion and retail industry.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme(Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory(Marks)				Practical(Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	-	2	09	25	09	25	-	-	-	-	50

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
1	Introduction to Business Etiquette and Professionalism 1. Meaning and Importance of Business Etiquette 2. Professionalism in the Workplace 3. Personal Grooming and Professional Appearance 4. First Impressions and Professional Conduct 5. Workplace Ethics and Values 6. Time Management and Organizational Skills	6	25%
2	Communication Etiquette 1. Fundamentals of Business Communication 2. Verbal and Non-Verbal Communication 3. Listening Skills and Feedback Techniques 4. Telephone and Mobile Communication Etiquette 5. Email and Digital Communication Etiquette 6. Social Media Conduct and Professional Networking 7. Communication Barriers and Their Management	6	25%
3	Workplace and Corporate Etiquette 1. Office Etiquette and Workplace Behavior 2. Teamwork and Interpersonal Relationships 3. Meeting Etiquette and Professional Participation 4. Business Dining and Hospitality Etiquette 5. Cross-Cultural and International Business Etiquette 6. Conflict Resolution and Professional Conduct 7. Corporate Social Responsibility and Ethical Practices	6	25%
4	Career Development and Professional Presentation 1. Resume and Cover Letter Preparation	6	25%

	2. Interview Etiquette and Preparation 3. Group Discussion Skills 4. Public Speaking and Presentation Techniques		
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Reference Books:

Sr. No.	Books
1	Business Etiquette: A Guide for the Indian Professional – Shital Kakkar Mehra, HarperCollins Publishers India, 2012.
2	Indian Business Etiquette – Raghu Palat, Jaico Publishing House, 2008
3	Upworldly Mobile: Behaviour and Business Skills for the New Indian Manager – Ranjini Manian, Penguin Books India, 2011
4	Business Communication – K. K. Ramachandran et al., Vikas Publishing House, 2014

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Demonstrate professional behavior, workplace ethics, and appropriate business etiquette in organizational settings.	1 Remembering
CLO2	Apply effective verbal, non-verbal, and written communication skills in professional interactions.	2 Understanding
CLO3	Exhibit appropriate grooming, presentation, and interpersonal skills to build a professional image.	3 Applying
CLO4	Practice etiquette related to meetings, presentations, networking, and business correspondence.	4,5 Evaluate, Analyse
CLO5	Analyze cross-cultural and global business etiquette practices for effective professional engagement.	6, Creative
CLO6	Develop professional conduct and relationship-management skills required for career growth and leadership roles.	3, Applying

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H:High, M:Medium, L:Low