

|                              |                                               |
|------------------------------|-----------------------------------------------|
| <b>Branch Name:</b>          | MANAGEMENT                                    |
| <b>Program Code:</b>         | MS201                                         |
| <b>Course Name:</b>          | Business Etiquettes and Professional Behavior |
| <b>Course Code:</b>          | 3MS2010112T                                   |
| <b>Pre-requisite Course:</b> | Basics of communication skills                |

**Course Objectives:**

1. To develop an understanding of business etiquette and appropriate workplace behavior.
2. To enhance verbal and non-verbal communication skills in a business environment.
3. To build awareness of corporate culture, values, and ethical practices.
4. To improve interpersonal skills for effective teamwork and collaboration.

**Teaching and Examination Scheme:**

| Teaching Scheme<br>(Hours per week) |                 |                  |        | Evaluation Scheme (Marks) |                          |                          |                          |                      |
|-------------------------------------|-----------------|------------------|--------|---------------------------|--------------------------|--------------------------|--------------------------|----------------------|
| Lecture<br>(L)                      | Tutorial<br>(T) | Practical<br>(P) | Credit | Theory (Marks)            |                          | Practical (Marks)        |                          | Total<br>(Mar<br>ks) |
|                                     |                 |                  |        | University<br>Assessment  | Continuous<br>Assessment | University<br>Assessment | Continuous<br>Assessment |                      |
| 2                                   | -               | -                | 2      | -                         | 50                       | -                        | -                        | 50                   |

**Subject Contents:**

| Sr.<br>No. | Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Total<br>Hours | Weightage<br>(%) |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------------|
| 1          | <b>Fundamentals of Business Etiquettes</b> <ul style="list-style-type: none"> <li>• Introduction to Business Etiquettes and Professionalism</li> <li>• Importance of Etiquette in Corporate Environment</li> <li>• Workplace Behavior and Organizational Culture</li> <li>• Professional Grooming and Dress Code</li> <li>• Telephone and Virtual Meeting Etiquette</li> <li>• Dining Etiquette and Social Behavior in Business Settings</li> <li>• Cross-Cultural Etiquette and Global Business Practices</li> </ul>                                                                                                                                    | 15             | 50               |
| 2          | <b>Professional Behavior and Workplace Skills</b> <ul style="list-style-type: none"> <li>• Interpersonal Skills and Team Dynamics</li> <li>• Workplace Ethics and Professional Values</li> <li>• Time Management and Workplace Discipline</li> <li>• Conflict Management and Emotional Intelligence</li> <li>• Leadership Behavior and Professional Attitude</li> <li>• Meeting Management and Presentation Skills</li> <li>• Interview Etiquette and Resume Building</li> <li>• Networking Skills and Relationship Management</li> <li>• Personal Branding and Career Development</li> <li>• Adaptability and Continuous Professional Growth</li> </ul> | 15             | 50               |

**Text Books:**

1. Bovee, Courtland L. & Thill, John V. – *Business Communication Today*

**Reference Books:**

1. Pease, Allan & Barbara – *The Definitive Book of Body Language*
2. Carnegie, Dale – *How to Win Friends and Influence People*

**List of Open Source Software/learning website:**

1. Coursera
2. edX
3. LinkedIn Learning
4. Google Meet
5. Zoom
6. Grammarly (writing assistance tool)
7. Canva (presentation and design tool)

**LAB/Practical**

1. Role plays on workplace etiquette and professional scenarios
2. Mock interviews and group discussions
3. Email writing and business communication exercises
4. Presentation and public speaking practice
5. Case study discussions on professional behavior
6. Grooming and personality development activities

**Journals/Magazines**

1. Harvard Business Review
2. Business Today
3. Economic Times
4. Forbes India
5. Indian Journal of Management

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

| CLO  | Description                                                                                                           | Bloom's Taxonomy Level |
|------|-----------------------------------------------------------------------------------------------------------------------|------------------------|
| CLO1 | Explain the importance of business etiquette, professionalism, and workplace behavior in organizational settings.     | Understand             |
| CLO2 | Demonstrate appropriate professional grooming, communication etiquette, and social behavior in business environments. | Apply                  |
| CLO3 | Apply interpersonal skills, teamwork, and emotional intelligence in workplace situations.                             | Apply                  |
| CLO4 | Analyze workplace ethical issues and conflicts, and demonstrate appropriate professional conduct.                     | Analyze                |
| CLO5 | Develop effective presentation, meeting management, and interview skills for career advancement.                      | Apply                  |
| CLO6 | Evaluate personal branding, networking strategies, and adaptability for continuous professional growth.               | Evaluate               |

**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                     | M                      | L   | L   | M   | –   | –   | M   | L   | L                                | L    |
| CLO2                     | L                      | –   | –   | H   | –   | –   | M   | L   | L                                | M    |
| CLO3                     | L                      | M   | M   | H   | –   | –   | –   | L   | M                                | M    |
| CLO4                     | L                      | M   | M   | M   | H   | –   | –   | L   | M                                | M    |
| CLO5                     | L                      | M   | M   | H   | –   | –   | –   | L   | M                                | H    |
| CLO6                     | L                      | L   | L   | M   | –   | M   | M   | H   | M                                | H    |

**H: High, M: Medium, L: Low**

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