

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – 3 (Semester –6) (W.E.F. Academic Year 2017-18)

Subject Name: Business Etiquettes (BE)

Subject Code: 2567105

1. 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.

2. Course Duration: The course duration is of **40 sessions of 60 minutes** each.

3. Course Contents:

Module No.	Contents	No. of Sessions	Marks (out of 70)
I	1. Business Etiquettes: An Overview <ul style="list-style-type: none">Significance of Business Etiquettes in 21st Century- Professional AdvantageNeed and Importance of ProfessionalismLeveraging the Use of technology in social media 2. Workplace Etiquette <ul style="list-style-type: none">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 PerfumeEtiquette for Personal Contact- Introductions, Getting the names right, Handshakes, Facial Expressions, Eye Contact, Hand gestures & PostureEtiquette in and around the Office- Conversations at Work, Dealing with Colleagues, Difficult People and	10	17

	<p>Issues Professionally ; Dealing with Confidential Issues in the Office, Dealing with Ethical Dilemmas</p> <ul style="list-style-type: none"> • Office Party Etiquette- alcohol, attire, attendance, food, conversations, introductions, entertaining customers <p>3. E-Mail Etiquette</p> <ul style="list-style-type: none"> • 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 		
<p style="text-align: center;">II</p>	<p>4. Telephone Etiquette</p> <ul style="list-style-type: none"> • 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 • Telephonic Courtesies <p>5. Meeting Etiquette</p> <ul style="list-style-type: none"> • Managing a Meeting-Meeting agenda, Meeting logistics, Minute taking, protocols during the meeting; Duties of the chairperson, • Ground rules for conducting meeting • Effective Meeting Strategies - Preparing for the meeting, Conducting the meeting, Evaluating the meeting • Business Card Etiquette - Carrying business cards, Exchanging business cards, Receiving and storing business cards <p>6. Dining Etiquette</p> <ul style="list-style-type: none"> • 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 	<p>10</p>	<p>18</p>

	<p>other countries, American & Continental Styles of Eating</p> <ul style="list-style-type: none"> • Business Meal Etiquette 		
III	<p>7. Interview Etiquette For Applicants</p> <ul style="list-style-type: none"> • 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 <p>8. Public Speaking Etiquette</p> <ul style="list-style-type: none"> • 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	17
IV	<p>9. Presentation Etiquette</p> <ul style="list-style-type: none"> • 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 <p>10. Multi-Cultural Challenges</p> <ul style="list-style-type: none"> • Multi-cultural Etiquette • Examples of Cultural Insensitivity • Cultural Differences and their Effects on Business Etiquette 	10	18
V	<p>Practical:</p> <ol style="list-style-type: none"> 1. Visit professional organization and list down etiquettes followed. 2. Visit Hotel management Training Institute or visit restaurants & hotels along with trained personnel to practice dining habits. 3. Attend seminars/workshop on Business Etiquettes 4. Visit Air Hostess/Ground Duty Staff Training Academy in your city. 5. Organize and participate in “Executive day” in your Institute. 	--	30 Marks of CEC

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussion and presentation
- (b) Role play
- (c) Audio-Video Material (b)

5. Evaluation:

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

A	Continuous Evaluation Component comprising of Class test, Assignment, Presentation, Class participation	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Text / Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Raghu Palat	Indian Business Etiquette	Jaico Books	Latest
2	Barbara Pachter Marjorie Brody	Complete Business Etiquette Handbook	Prentice Hall	Latest
3	Nancy Mitchell	Etiquette Rules : A Field Guide to Modern Manners	Wellfleet Press	Latest
4	Dorothea Johnson and Liv Tyler	Modern Manners: Tools to take up to the top	Potter Style	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.