

To define professional behaviour and suggest standards of appearance, action and attitude in a business environment.



Total Course Duration 30 hours



DEPARTMENT OF
BUSINESS AND
ADMINISTRATION
OFFERS ONLINE
CERTIFICATE COURSE ON

**23008_ BUSINESS
ETIQUETTE**

COURSE FEE RS: 500/-



ST ALOYSIUS
(AUTONOMOUS) COLLEGE,
MANGALURU

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BUSINESS ETIQUETTE

OBJECTIVE OF THE PAPER: To define professional behaviour and suggest standards of appearance, action and attitude in a business environment.

MODULE 1- INTRODUCTION TO ETIQUETTE

Introduction, modern etiquette, benefits, Classification of etiquette -. Manners, Poor manners noticed in the youth, why should you practice good manners? Practicing good manners.

Learning Outcome: To understand the concept of Business Etiquette.

MODULE 2 - CLASSIFICATION OF ETIQUETTE

Work Etiquette- -Making Introduction with Ease, applying titles and forms of address, remembering names, Speaking and Listening-KISS principle in communication, Tips for effective communication, barriers for communication, 7 C's of communication, Kinds of listening- Handling office conversations, Common Conversation faux pas - Developing good relations with peers, superiors, subordinates- Offering compliments and criticism.

Telephone etiquette- Speaking and listening on the phone, conducting conference calls and video conferencing with Care-Meeting Etiquette- Planning a meeting.

Dining Etiquette- Coming to the table -Behaving after you are seated- Beginning the meal Formal table settings -Managing meals, Distinguishing Between American and Continental Dining Styles, eating with grace, coping with difficult-to-eat foods and unusual utensils, Managing Dining Mishaps.

Dress Etiquette- Dealing with dress codes- Defining 'business casual' and 'casual', Formal business clothes for men and women, Personal hygiene and Grooming.

Learning Outcome: To understand various kinds of etiquettes.

MODULE 3- BODY LANGUAGE

Introduction-Body talk – Origin of Body language- Voluntary and involuntary body language
-Forms of Body language -Parts of Body language- Uses of Body languages-Body language in building interpersonal relations-Body language in building industrial relations-reasons to study body language-improving your body language- Kinds of Hand Shake, four territory zones, Kinds of postures, gender differences- -Shaking hands with Women -Developing confidence with correct body language.

Learning Outcome: To understand the importance of Body Language.

SKILL DEVELOPMENT

1. Role play activity in Telephone etiquette practices.
2. Drawing an illustration of Table setting.
3. Group presentation of Etiquette in Different countries.

BOOKS FOR STUDY AND REFERENCE

1. Alex K (2010) Soft Skills, New Delhi: S Chand & Company Ltd.
2. Fox Sue (2010) Business Etiquette for Dummies, New Jersey: Wiley Publications.
3. Kumar Suresh E, Shreehari P, Savithri J (2010) Communication Skills and Soft Skills: An Integrated Approach, Chennai: Pearson Education.
4. Pachter Barbara &Cowie Denis (2013) Essentials of Business Etiquette, New York: McGraw Hill Education.