

## **CBEP 1: BUSINESS ETIQUETTE**

Max. Marks: 100

External: 70

Internal: 30

Pass: 40 %

Credits: 6

**LEARNING OBJECTIVES:** The course aims to achieve following objectives-

- To learn a professional behavior and suggest standards for appearance, actions, and attitude in a business environment.
- To learn different communication styles and how to adjust to each.
- Prepare participants to handle a variety of social and business situations: networking events, business meetings, business meals, and more.
- Thoroughly review dining etiquette for everything from casual buffets to formal dinners.
- Review the essentials of online and offline business networking.
- Discuss workplace appearance for any dress code.

### **Section A**

**Unit 1- Communication Etiquette:** Etiquettes– Importance & advantages, Social Etiquettes, Business etiquettes, Appropriate Communication for a social gathering

**Unit 2- Workplace Etiquette:** Etiquette for Personal Contact- Personal Appearance, Gestures, Postures, Facial Expressions, Eye-contact, Space distancing

**Unit 3- Working in Teams:** Define teamwork, Importance of teamwork, Various stages of team development, Various characteristics of effectiveness of a team, characteristics team member, team leader

**Unit 4- Networking Magic: Connecting with Confidence:** A plan for meeting and greeting as many people as you can, Prepared and practiced conversation starters, Skills for keeping the conversation going, exit strategies when it is time to move on, knowing how to juggle a plate, a glass and a conversation.

### **Section B**

**Unit 5- E-Mail Etiquette:** Significance of Netiquette, E-mail: Way of professional communication, Basic Email Etiquette: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy.

**Unit 6- Dining for Profit: From Utensils to Salads:** Basics of Dining Etiquette; Basic essentials of dining table Etiquette - Napkin Etiquette, Seating arrangements, laying the table, to navigate the place setting, to manage your napkin, determine which bread and butter plate is yours, to use both Continental and American styles of eating, to order wine like a pro, to be the gracious host or guest, to send proper thank you notes after the meal.

**Unit 7- Rules for The Wireless: Offline Strategies for An Online World:** To place callers on hold and transfer calls with courtesy, To correctly identify yourself when answering the phone, To manage your voicemail greetings and messages and to quickly to return phone calls, To handle smart phones during meetings and other gatherings.

**Unit 8- Multi-Cultural Challenges:** Cultural Differences and their Effects on Business Etiquette.

#### **SUGGESTED READINGS:**

- Business Etiquette in Brief: The Competitive Edge for Today's Professional Paperback – Import, 20 September 2013 by Ann Marie Sabath.
- Business Etiquette: A Guide for The Indian Professional Paperback – 18 January 2012 by Shital Kakkar Mehra.
- Emily Post's The Etiquette Advantage in Business 2e: Personal Skills for Professional Success Hardcover – 3 May 2005 by Peggy Post, Peter Post.
- Barbara Pachter, Marjorie Brody. Complete Business Etiquette Handbook. Prentice Hall, 2015.
- Dhanavel, S.P. English and Soft Skills. Hyderabad: Orient Black Swan, 2021.
- Koneru, Aruna. Professional Communication. Delhi: McGraw, 2008.
- Nancy Mitchell. Etiquette Rules: A Field Guide to Modern Manners. Wellfleet Press, 2015.
- Raghu Palat, Indian Business Etiquette, Jaico Books, 2015.
- Rizvi, M. Ashraf. Effective Technical Communication. Delhi: McGraw, 2018.