

**CERTIFICATE COURSE IN BUSINESS ETIQUETTE
AND PROFESSIONALISM**

Course Objectives: Certificate course in Business Etiquette and Professionalism has been designed to meet the following objectives:

- a) To learn the principles of business etiquette and professional behavior
- b) To understand the etiquette for making business correspondence effective
- c) To be able to present yourself confidently at various business situations
- d) Develop awareness of dining and multicultural etiquette

Learning Outcome: After completion of course students will be able to:

- a) Demonstrate an understanding of professionalism in terms of workplace behaviors and workplace relationships.
- b) Adopt attitudes and behaviors consistent with standard workplace expectations.
- c) Presenting oneself with finesse and making others comfortable in a business setting.
- d) Developing basic life skills or etiquette in order to succeed in corporate culture.

Duration of course: 6 Months

Eligibility: Any student enrolled in degree program of college

| Sr. No. | Course Title | Credit |
|------------------|---|---------------|
| Paper-I | Business Etiquette | 6 |
| Paper-II | Soft Skills | 6 |
| Paper-III | Organisational Behaviour and Professionalism | 6 |
| Total | | 18 |

Detailed Syllabus (Paper wise Distribution)

Paper-I: Business Etiquette

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

Section-A

Business Etiquette- An Overview: Significance of Business Etiquette in 21st Century- Professional Advantage; Need and Importance of Professionalism

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

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

Section-B

Telephone Etiquette: 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 ETIQUETTE; Voicemail Etiquette; Telephonic Courtesies

Dining Etiquette: Basics of Dining ETIQUETTE; Basic essentials of dining table ETIQUETTE - Napkin Etiquette, Seating arrangements, laying the table, how to use Cutlery, Posture & Behavior, Do's and Don'ts; International Dining ETIQUETTE.

Multi-Cultural Challenges: Cultural Differences and their Effects on Business Etiquette

Paper-II: Soft Skills

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

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INSTRUCTIONS FOR THE CANDIDATES:

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Section-A

Communication Skills: Understanding Human Communication, Constitutive Processes of Communication, Language as a tool of communication, Barriers to Effective communication, Strategies to Overcome the Barriers.

Emotional intelligence: Importance, concept, theory and measurements.

Stress Management: Strategies for preventing and relieving stress.

Time management: Meaning; Techniques and styles.

Section-B

Interview Skills: Interview Skills: in-depth perspectives, Interviewer and Interviewee, Before, During and After the Interview, Tips for Success.

Meeting Etiquette: Managing a Meeting-Meeting agenda, Minute taking,; Duties of the chairperson and secretary; Effective Meeting Strategies - Preparing for the meeting, Conducting the meeting, Evaluating the meeting

Presentation ETIQUETTE: Importance of Preparation and Practice; Effective Delivery Techniques, Audience Analysis, Handling Stage Fright.

Paper-III: Organisational Behaviour and Professionalism

Max. Marks: 100

External: 70

Internal: 30

Pass: 35%

Credits: 6

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Section-A

Teamwork and Leadership Skills: Concept of Teams; Building effective teams; Concept of Leadership and honing Leadership skills.

Personality: Meaning & Definition, Determinants of Personality, Personality Traits, Personality and Organisational Behaviour

Motivation: Nature & Importance, Herzberg's Two Factor theory, Maslow's Need Hierarchy theory, Alderfer's ERG theory

Section-B

Decision-Making and Problem-Solving Skills: Meaning, Types and Models, Group and Ethical Decision-Making, Problems and Dilemmas in application of these skills.

Conflict Management: Conflict - Definition, Nature, Types and Causes; Methods of Conflict Resolution.

Human Resource Management: Introduction to HRM, Selection, Orientation ,Training & Development, Performance Appraisal, Incentives

Case Study Analysis

Suggested Readings:

- Barbara Pachter, Marjorie Brody. Complete Business Etiquette Handbook. Prentice Hall, 2015.
- Dhanavel, S.P. English and Soft Skills. Hyderabad: Orient BlackSwan, 2021.
- Koneru, Aruna. Professional Communication. Delhi: McGraw, 2008.
- Mahanand, Anand. English for Academic and Professional Skills. Delhi: McGraw, 2013. Print.
- Nancy Mitchell. Etiquette Rules : A Field Guide to Modern Manners. Wellfleet Press, 2015.
- Rani, D Sudha, TVS Reddy, D Ravi, and AS Jyotsna. A Workbook on English Grammar and Composition. Delhi: McGraw, 2016.
- Raghu Palat, Indian Business Etiquette, Jaico Books, 2015.
- Rizvi, M. Ashraf. Effective Technical Communication. Delhi: McGraw, 2018.
- Pease, Allan and Barbara Pease. The Definitive Book of Body Language. New Delhi: Manjul Publishing House, 2005.
- Tengse, Ajay R. Soft Skills: A Textbook for undergraduates, Orient BlackSwan, 2015.