

COURSE TITLE	BUSINESS & CORPORATE ETIQUETTE
COURSE CODE	04AH0508
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Apply how to properly introduce oneself and others, and exchange business cards in a professional manner.
- 2 Analyze the significance of ethical behavior and transparency in business dealings and relationships.
- 3 Evaluate how social interactions in business settings influence professional relationships and reputations.
- 4 Apply best practices in email and virtual meeting etiquette, ensuring clear and respectful communication.
- 5 Learn to recognize and regulate emotions for personal and professional growth.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Professional Appearance and Personal Branding Learning the basic attires and grooming for different occasions, Building a Personal Brand for perfect vision, Success keys to explore corporate world with serval factors, Balancing and Managing Professional Relationships with collides	15
2	Ethical Behavior, Corporate Responsibility and Leadership Skills Importance of Business Ethics and Etiquette, Knowing the Corporate Social Responsibility (CSR) and Sustainability, Etiquettes to become ethical Leaders	15
Total Hours		30

Textbook :

- 1 How to Win Friends and Influence People, Dale Carnegie, Simon & Schuster, 2017
- 2 The 24-Hour Rule: Business Etiquette for the New Millennium, Don Gabor, AMACOM, 2016
- 3 Personality Development Handbook, D.P. Sabharwal, Fingerprint Publishing, 2024

References:

- 1 The Etiquette Edge: Modern Manners for Business Success, The Etiquette Edge: Modern Manners for Business Success, Beverly Langford, McGraw-Hill Education, 2022
- 2 Encyclopedia of Personality Development and Career Management, Encyclopedia of Personality Development and Career Management, Ch. Maheswari Rambai, Himalaya Publishing House, 2023

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 PPT, Board work, Case study.