

COURSE TITLE	BUSINESS AND CORPORATE ETIQUETTE
COURSE CODE	04MB0384
COURSE CREDITS	2

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

- 1 Understand how to properly introduce oneself and others, and exchange business cards in a professional manner.
- 2 Understand the significance of ethical behavior and transparency in business dealings and relationships
- 3 Understand 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.

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 • Dress Code and Grooming :-Understanding corporate dress codes (business casual, business formal, etc.) and Gender-specific etiquette and professional appearance • Building a Personal Brand :- The role of social media in personal branding (LinkedIn, Twitter) ,Reputation management and maintaining a professional image online and Managing personal and professional life balance • Self-Confidence and Assertiveness : Developing a confident demeanor Techniques for assertive communication without being aggressive • Managing Professional Relationships : Understanding of Building strong relationships with subordinates, peers, and superiors ,Handling conflicts and difficult conversations with diplomacy and Giving and receiving feedback	15

Contents : Unit	Topics	Contact Hours
2	Ethical Behavior , Corporate Responsibility and Leadership skills • Business Ethics and Etiquette: Understanding Ethical decision-making in the corporate environment , Transparency, honesty, and trustworthiness in business practices and Addressing workplace challenges (e.g., harassment, discrimination) • Corporate Social Responsibility (CSR) and Sustainability: Understanding CSR and its impact on company reputation and Ethical implications in corporate communication and decisions • Etiquette for Leaders:- Leadership styles and their impact on team culture, the importance of emotional intelligence in leadership and Leading by example: setting the tone for etiquette within the organization	15
Total Hours		30

Textbook :

- 1 How to Win Friends and Influence People, Dale Carnegie, Simon & Schuster, 2015
- 2 The 24-Hour Rule: Business Etiquette for the New Millennium, Don Gabor, AMACOM, 2012
- 3 Corporate Behavior & Skills , Rahul Thadoda, mbar Publication, 2023

References:

- 1 The Etiquette Edge: Modern Manners for Business Success, The Etiquette Edge: Modern Manners for Business Success, Beverly Langford, McGraw-Hill Education, 2013
- 2 Modern Business , Modern Business , Abhishek Giri , AMACOM, 2015

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
10.00	10.00	20.00	20.00	20.00	20.00

Instructional Method:

- 1 Board Work, PPT, Case Study, Interactive discussion

Supplementary Resources:

- 1 <https://www.ted.com/topics/business>
- 2 <https://rework.withgoogle.com/guides/understanding-team-effectiveness/steps/introduction/>
- 3 <https://www.ccl.org/articles/leading-effectively-articles/>

Supplementary Resources:

- 4 <https://hbr.org/topic/leadership>
- 5 <https://www.forbes.com/personal-branding/>