

CERTIFICATE COURSE IN BUSINESS ETIQUETTE AND PROFESSIONALISM

Course Summary:

This comprehensive course provides you with a strong background in understanding the basics of business etiquette and professionalism in the workplace. With this course, you will get introduced to the principles of professional behaviour, learn interview etiquette and electronic etiquette in an easy to grasp manner. Moreover, learn the best approaches to successfully plan and attend business meetings and understand the importance of multicultural etiquette.

Learnings Objectives:

- To define the principles of professional behavior
- Discuss how to use professional interview etiquette
- Identify how to plan for different types of business meetings
- Recognize how to use the correct etiquette for attending business meetings
- Discuss how to use appropriate electronic etiquette
- Define how to practice multicultural etiquette

Course Structure:

Course Name	Credits
Business Etiquette	6
Soft Skills	6
Organizational Behaviour and Professionalism	6
Total Credits	18

Course Eligibility: Any student who has done 10+2/under graduate/graduate/post graduate from any recognized educational institution can do the course parallelly.

Course Duration: 6 Months

Credit: 18

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.

CBEP 2: SOFT SKILLS

Max. Marks:100

External: 70

Internal: 30

Pass: 40 %

Credits: 6

LEARNING OBJECTIVES: The course aims to achieve following objectives-

- Understand the concept of effective communication
- Recognize the value of good listening and work on their listening skills
- Introduce one selves and converse on everyday matters
- Able to Interact in groups.

Section A

Unit 1- Communication: Verbal and non-verbal communication, body language, communication processes, communication styles, barriers to effective communication, Formal communication and its aspects.

Unit 2- Listening Skills: Hearing versus listening, active and passive listening, guidelines for good listening and its benefits.

Unit 3- 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.

Unit 4- Speaking Skill: English Speech sounds (contrast with Hindi sounds), transcription, intonation, emphasis, pauses. Formal and informal communication.

Section B

Unit 5- Stress Management: Meaning, Strategies for preventing and relieving stress.

Unit 6-Time management: Meaning; Techniques and styles.

Unit 7- Oral Activities: Role plays, describing national/international personalities, objects, and incidents. Extempore, group discussions, interactive sessions on audio and video clips.

Unit 8- Interview Skills: Interview Skills: in-depth perspectives, Interviewer and Interviewee, Before, During and After the Interview, Tips for Success.

SUGGESTED READINGS:

- Sethi, j. & P.V, Dhamija. A course in Phonetics & Spoken English. New Delhi. PHI Publishing.
- Jones, Daniel. Cambridge English Pronouncing Dictionary. London: Cambridge University Press, 2006.
- Rizvi, Ashraf, M. Effective Technical Communication. New Delhi: Tata McGraw Hill.
- 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.
- Tengse, Ajay R. Soft Skills: A Textbook for undergraduates, Orient BlackSwan, 2015.

CBEP 3- ORGANIZATIONAL BEHAVIOUR AND PROFESSIONALISM

Max. Marks:100

External: 70

Internal: 30

Pass: 40 %

Credits: 6

LEARNING OBJECTIVES: The course aims to achieve following objectives-

- To make aware about the perceptual process and errors therein for better managerial judgment
- To acquaint the participants with the personality dimensions that influences the work life
- To develop an understanding of the complexities involved in motivation at workplace
- To develop interpersonal competencies, teamwork skills and leadership potential.
- To make students understand the modern variant of organizational structure and culture

Section A

Unit-1: Organisational Behaviour: Definition and Scope, Approaches to Organisational Behaviour, Elements of Organisational Behaviour, Human Relations Movement and Behaviouralism.

Unit 2 Personality: Meaning & Definition, Determinants of Personality, Personality Traits, Personality and Organisational Behaviour.

Unit-3 Foundations of Individual Behaviour: Learning, Attitudes, Stress; Job Satisfaction. Foundations of Group Behaviour: Process of Group Formation and Types of Groups. Conflicts, Defence Mechanism, Transactional Analysis, Johari Window, Force Field Analysis.

Unit-4 Motivation: Types of Motives, Theories of Maslow, Herzberg, McGregor, job enlargement, job enrichment.

Section B

Unit-5 Leadership: Concept, Classical Studies on Leadership, Theories of Leadership; Leadership Styles.

Unit-6 Decision-Making and Problem-Solving Skills: Meaning, Types and Models, Group and Ethical Decision-Making, Problems and Dilemmas in application of these skills.

Unit-7 Human Resource Management: Introduction to HRM, Selection, Orientation, Training & Development, Performance Appraisal, Incentives

Unit-8: Organisational Climate: Concept, determinants, Organisational Culture.

SUGGESTED READINGS:

- Hilgard R.E. Nest and Atkinson C. Richard and Atkinson L. Rita, Introduction to Psychology, Oxford and IBH, New Delhi: 1976
- Luthans, Fred, Organisational Behaviour McGraw-Hill Inc., New Delhi: 1992
- McCormic J. Earnest and Ilgen, Daniel, Industrial Psychology, Prentice-Hall of India Pvt. Ltd., New Delhi: 1994
- Barbara Pachter, Marjorie Brody. Complete Business Etiquette Handbook. Prentice Hall, 2015.
- 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.