



School of Business

Value Added Course

Course Title: Professional Skills and Etiquettes

Category of Course	Course Code	Credit	Contact Hours	Internal			External	
				Theory	Continuous Assessment	Practical	Theory	Practical
VAC	VASPSE103	2	30	-	100%	-	-	-

Course Outcomes(COs)

1. Demonstrate an understanding of professionalism in terms of workplace behaviours and Business meetings.
2. Adopt attitudes and behaviours consistent with standard workplace expectations.
3. Presenting oneself with finesse and making others comfortable in a business setting & developing basic etiquettes in order to succeed in corporate culture and multi culture challenges.

Syllabus:

Module	Contents	No of Sessions	Weightage
1	Business Etiquettes: An Overview Understanding business etiquette, Minimum standards required by etiquette practice, Example of organizational culture, Knowledge and appreciation of courtesy and good manners at work. Significance of Business Etiquettes in 21st Century Professional Advantage Need and Importance of Professionalism. Meeting Etiquettes: Managing a Meeting- Meeting agenda, Meeting logistics, Minute taking, protocols during the meeting; duties of the chairperson, Ground rules for conducting meeting, effective meeting Strategies, Preparing for the meeting, Conducting the meeting, Evaluating the meeting,	10	33%
2	Workplace Etiquette: Personal Appearance - Formal Dressing, Casual Dressing, Accessories for Men & Women, Footwear, General Appearance, what to wear for different occasions. Using the right tone of voice, managing your volume in business settings, Sounding Confident. Dealing with bad breath, Using Perfume Etiquette for Personal Contact- Introductions, Getting the names right, Handshakes, Facial Expressions, Eye Contact, Hand gestures & Posture, proximity Etiquette in and around the Office-	12	30%

	Conversations at Work, Dealing with Colleagues, Difficult People and Issues Professionally ; Dealing with Confidential Issues in the Office, Dealing with Ethical Dilemmas. Office party etiquette- appearance, attire, attendance, food conversations, introductions, entertaining customers.		
3	Presentation Etiquette: How to design great presentations – Colour scheme, font size, content, spellings, animation, how to make effective presentations – Body language, confidence, Common mistakes during presentations. Multi-Cultural Challenges -Multi-cultural Etiquette, Examples of Cultural Insensitivity, Cultural Differences and their Effects on Business Etiquette.	8	27%

Evaluation		
1	Assignments / Quizzes / Class Participation / Role Play/ Project etc.	30% (Internal Assessment)
2	Internal Examination	20% (Internal Assessment)
3	External Examination (University Exam)	50% (External Assessment)

Basic Text Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	Raghu Palat	Indian Business Etiquette	Jaico Books publishers	latest edition
2	Barbara Pachter Marjorie Brody	Complete Business Etiquette	Handbook Prentice Hall	latest edition

3	Sarvesh Gulati	Corporate Grooming and Etiquette	Handbook Prentice Hall	2012 Edition
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Reference Books:

Sr. No.	Author/s	Name of the Book	Publisher	Edition
1	Nancy Mitchell	Etiquette Rules: A Field Guide to Modern Manners	Wellfleet Press	Latest Edition
2	Lillian H. Chaney, Jeanette S. Martin	The Essential Guide to Business Etiquette		Latest Edition