



VALUE ADDED COURSE

23 VPI301 – Business Etiquette Skill Sets

Vision

To enrich the student knowledge on various etiquette skills followed in workplace and to create awareness about international etiquette.

Mission

- To recollect the knowledge of etiquette and confrontations of Etiquette.
- To understand the etiquette techniques for managing the work place.
- To visualize the structure of etiquette followed beyond national borders.
- To review the differences among national and international etiquette.
- To choose practical templates for implanting advanced etiquette.

Highlights of the Course

Business Etiquette is important because it creates a professional, respectful atmosphere, improves communication, which helps a workplace to serve as a productive place. It is the set of manners that are accepted or required in any profession. Improving the communication and ability for listening will be more considerable on the feelings and emotions of others. Establishing a good rapport is the significant progress for a professional future. To build positive relationships in the business world, is by exercising good etiquette, specifically by exhibiting top-notch communication skills. In order to foster responsible and respectful behavior among staff and also to set pace for better communications, etiquette plays a significant role that translates many things into higher productivity and efficiency. Business etiquette replicates an effective corporate culture which boosts the effectiveness and efficiency of the working professionals.

Types of Business Etiquette



Outcome of the Course

Students help to improve the interaction that makes workplace services a creative place. Etiquette today is largely based on making people u feel comfortable. By treating people with kindness, courtesy and respect we make ourselves more likeable and this allows us to build stronger personal friendships and relationships.



Programme Code:	M.Com. IB – International Business		Programme Title:	Master of Commerce with International Business	
Course Code:	23VPI301– Value Added Course		Title	Batch:	2023 - 2025
Lecture Hrs./Week	30 (Outside the College hours)	Tutorial Hrs./Sem.	- Business Etiquette Skill Sets	Semester:	III
				Credits:	2

Course Objective

To make understand various etiquette followed in business
To enrich student knowledge on better manageable work place etiquette
To create awareness about international business etiquette

Course Outcomes

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To recollect the knowledge of etiquette and confrontations of etiquette.	K1
CO2	To understand the techniques of manageable work place etiquette.	K2
CO3	To understand the structure of etiquette followed beyond national borders.	K3
CO4	To review the differences among national and international etiquette.	K4
CO5	To choose practical templates for implementing advanced etiquette.	K5

Mapping

PO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	-	PSO1	PSO2
CO										
CO1	H	H	M	H	M	H	H		M	H
CO2	M	M	L	H	L	M	M		L	M
CO3	L	M	M	M	M	L	H		M	M
CO4	H	H	L	L	H	H	H		L	H
CO5	H	L	H	H	H	H	M		H	M

H-High; M-Medium; L-Low

M.Com IB - Batch 2023 - 2025

Business Etiquette Skill Sets - 23VP1301

Unit	Content	Hours
I	Etiquette Recommendation for Effective Business : Business etiquette - Meaning - Business Communications - Verbal Communications - Business Writing (Pen and Paper) - Techie Business Communication - Facsimile - E-mail - Internet - Phone conferencing - Web conferencing - Video conferencing - Collaborative software - The Effects of Poor Business Communication	9
II	Effective Employee Behavior Confrontation through Business Etiquette: Find Out the actual happening - Collect inferences - Talk to the complainant - Manager - Team Member - Survey the employees File - Find some time for the employee with his convenience - Etiquette Matters a Lot - Create a comfortable situation - Discuss what is told - Ask for adjustments to what you know - Avoid using names - Avoid blaming - Suggest alternative behavior - Create a plan for resolution - Name a timeline for change - Determining the Plan for Success - Following Up on Changes - Managing a Diverse Team - Where Your Team Is - Staying in Contact - Navigate Cultural Differences - Communication and Business Etiquette, A Big Deal	11
III	Understanding International Etiquette in Business : International Etiquette Positive First Impression - Greetings, Introductions, and Handshakes - Negotiations - Handshake Customs - Exchanging Business Cards - Etiquettes to be adhered on Country-Specific Information - Brazil - China - Canada - France - Germany - Japan - Mexico - South Korea - Taiwan - United Kingdom - International Travel Tips on Etiquette - Punctuality & Time - Gift Giving - Guidelines for female international business travelers	10
Total Contact Hrs		30

Pedagogy

Digital Presentations, Direct Instructions, Flipped Classrooms, Mentor system

Assessment Methods

Seminars, Assignments, Group Task.

Books for Study

23VP1301

S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Peter Post, Anna Post and Lizzie Post	The Etiquette Advantage in Business	William Morrow Publishing House, Third Edition	2014
2	Patricia Rossi	Everyday Etiquette: How to Navigate 101 Common and Uncommon Social Situations	Kindle Mode, First Edition	2011

Books for Reference

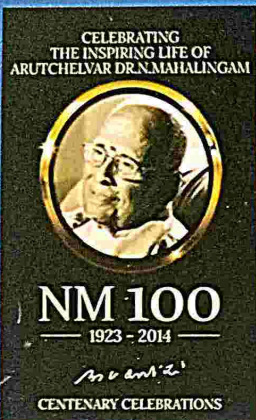
S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHERS \ EDITION	YEAR OF PUBLICATION
1	Beverly Langford	The Etiquette Edge: Modern Manners For Business Success	Amacom Publishers, Second Edition	2015
2	Jeffrey L Seglin	Simple Art Of Business Etiquette	Tycho Pr Publishers, First Edition	2016

Course Designed by	Reviewed by	Verified by	Checked by	Approved by
				
Dr. G. Vignesh	Dr. B. Rohini	Dr. G. Vignesh	Mr. K. Srinivasan	Dr. R. ManickaChezian
Course Teacher	Module Coordinator	Head of the Department	CDC Coordinator	Controller of Examinations

K. SRINIVASAN, M.C.A.
 Co-ordinator
 Curriculum Development Cell (CDC)
 NGM College (Autonomous)
 Pollachi - 642 001

DR. R. MANICKACHEZIAN, M.Sc.
 Controller of Examinations
 NGM College (Autonomous)
 Pollachi - 642 001

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Value Added Course

This is to certify that Mr./Ms. M. Growtham 22PI01

of I M. com IB department

has successfully completed a Value Added Course

entitled Business Etiquette skills sets and

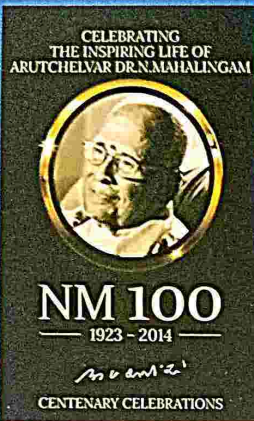
secured a mark of 71 out of 100

COURSE TEACHER

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Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. T. Jagadeeshwaran 22PI03

of I M. COM IB department

has successfully completed a Value Added Course

entitled Business Etiquette skills sets and

secured a mark of 70 out of 100

COURSE TEACHER

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CELEBRATING
THE INSPIRING LIFE OF
ARUTCHELVAR DR. N. MAHALINGAM



NM 100
1923 - 2014

Memorials
CENTENARY CELEBRATIONS

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Value Added Course

This is to certify that Mr./Ms. P. K. Kaviarasu 22PI04

of I M.COM IB department

has successfully completed a Value Added Course

entitled Business Etiquette skills sets and

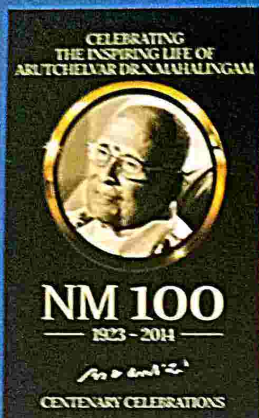
secured a mark of 79 out of 100

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Value Added Course

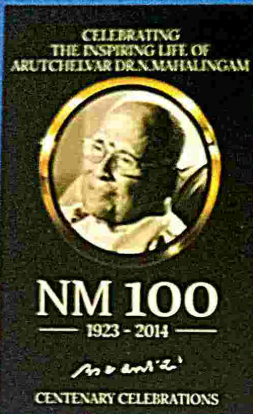
This is to certify that Mr./Ms. M. Lingaboopathi 22 PI 05
of I M.COM IB department
has successfully completed a Value Added Course
entitled Business Etiquette skills sets and
secured a mark of 72 out of 100

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Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. K. Naveen 22 PI 06

of I M. COM IB department

has successfully completed a Value Added Course

entitled Business Etiquette skills sets and

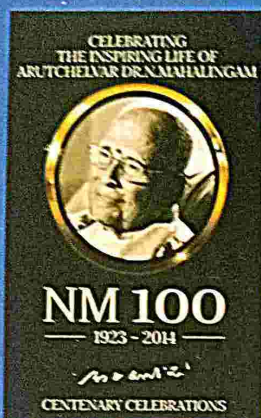
secured a mark of 85 out of 100

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Value Added Course

This is to certify that Mr./Ms. D. Naveenkumar 22PI07

of I M. COM IB department

has successfully completed a Value Added Course

entitled Business Etiquette skills sets and

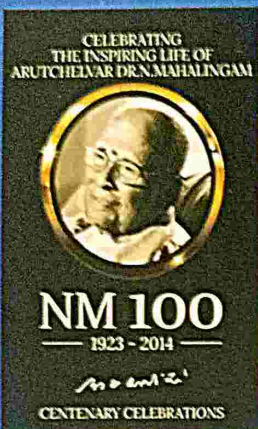
secured a mark of 75 out of 100


COURSE TEACHER


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Value Added Course

This is to certify that Mr./Ms. P. Prakeshkumar 22PI08

of I M.COM IB department

has successfully completed a Value Added Course

entitled Business Etiquette skill sets and

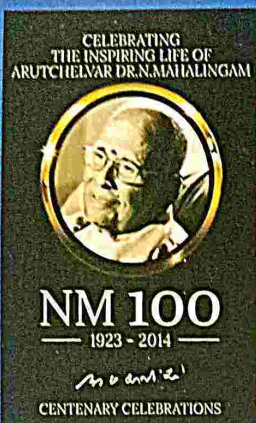
secured a mark of 64 out of 100

COURSE TEACHER

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Value Added Course

This is to certify that Mr./Ms. M. Prasad 22PI09

of I M. COM IB department

has successfully completed a Value Added Course

entitled Business Etiquette skill sets and

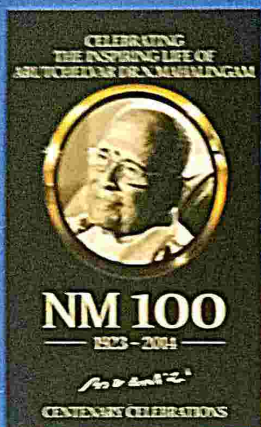
secured a mark of 65 out of 100

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Value Added Course

CERTIFICATE OF COMPLETION

This is to certify that Mr./Ms. M. Premkumar 22 PI 10

of I M. COM IB department

has successfully completed a Value Added Course

entitled Business Etiquette skill sets and

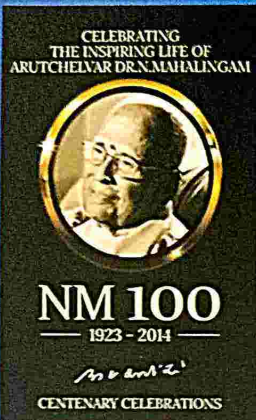
secured a mark of 68 out of 100

COURSE TEACHER

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Value Added Course

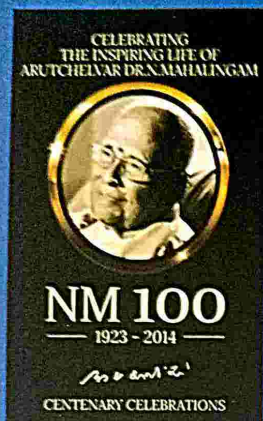
This is to certify that Mr./Ms. K. Thirakar 22PI11
of I M.COM IB department
has successfully completed a Value Added Course
entitled Business Etiquette skill sets and
secured a mark of 72 out of 100

COURSE TEACHER

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Value Added Course

This is to certify that Mr./Ms. K. Amuthavalli 22P112

of I M.COM IB department

has successfully completed a Value Added Course

entitled Business Etiquette skill sets and

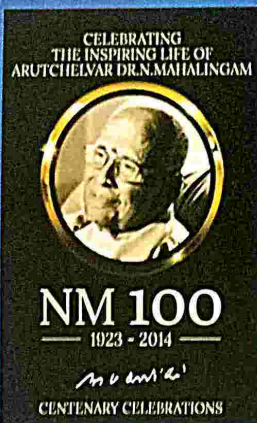
secured a mark of 80 out of 100

COURSE TEACHER

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Value Added Course

This is to certify that Mr./Ms. K. M. Darshana 22 PI 12

of I M Com IB department

has successfully completed a Value Added Course

entitled Business Etiquette Skill Sets and

secured a mark of 82 out of 100

COURSE TEACHER

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PRINCIPAL



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Value Added Course

This is to certify that Mr./Ms. B. Dharmika 22PI14

of I M. COM IB department

has successfully completed a Value Added Course

entitled Business Etiquette skill sets and

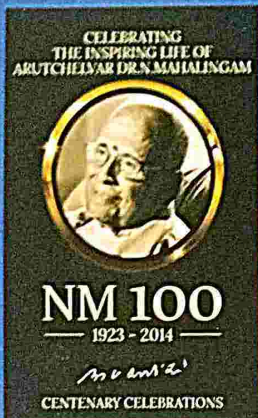
secured a mark of 70 out of 100

COURSE TEACHER

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PRINCIPAL



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Value Added Course

This is to certify that Mr./Ms. R. Indhurekha 22PI15

of I M. COM IB department

has successfully completed a Value Added Course

entitled Business Etiquette skill sets and

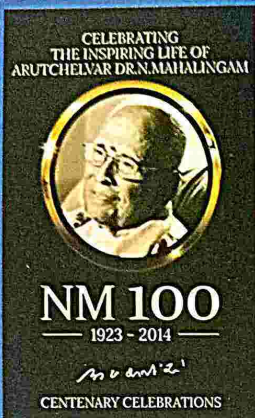
secured a mark of 89 out of 100

COURSE TEACHER

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Value Added Course

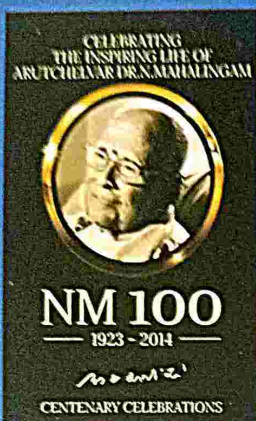
This is to certify that Mr./Ms. P. Kariya 22PI16
of I M.COM IB department
has successfully completed a Value Added Course
entitled Business Etiquette skill sets and
secured a mark of 74 out of 100

COURSE TEACHER

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Value Added Course

This is to certify that Mr./Ms. D. Malavika 22PI17

of I M.COM IB department

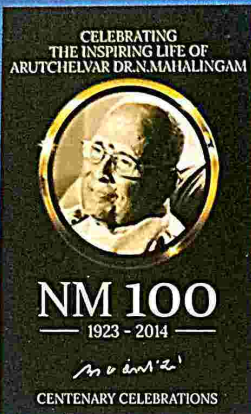
has successfully completed a Value Added Course
entitled Business Etiquette Skill sets and
secured a mark of 76 out of 100

COURSE TEACHER

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Value Added Course



This is to certify that Mr./Ms. S. Nandhini 22PI19

of I M.COM IB department

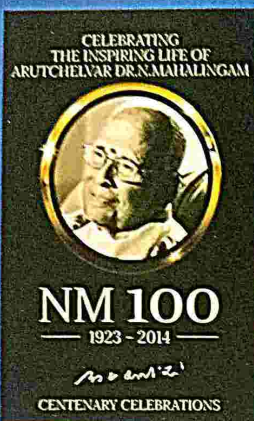
has successfully completed a Value Added Course
entitled Business Etiquette skill sets and
secured a mark of 79 out of 100

COURSE TEACHER

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Value Added Course

This is to certify that Mr./Ms. P. Pavithra 22PI20

of I M. COM IB department

has successfully completed a Value Added Course

entitled Business Etiquette skill sets and

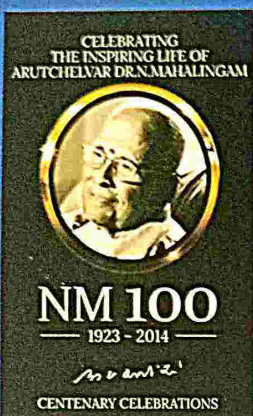
secured a mark of 85 out of 100

COURSE TEACHER

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Value Added Course

This is to certify that Mr./Ms. S. Seethasri 22PI 21

of I M.COM IB department

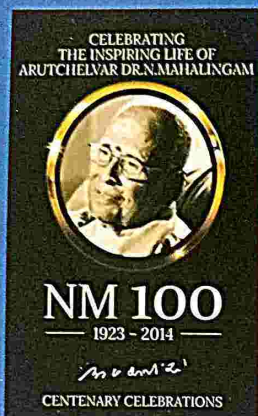
has successfully completed a Value Added Course
entitled Business Etiquette skill sets and
secured a mark of 73 out of 100

COURSE TEACHER

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IQAC CO-ORDINATOR

PRINCIPAL



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Value Added Course

This is to certify that Mr./Ms. P. Subha Shree 22PI22

of I M.COM IB department

has successfully completed a Value Added Course

entitled Business Etiquette skill sets and

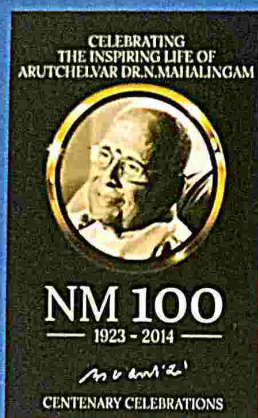
secured a mark of 80 out of 100

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This is to certify that Mr./Ms. M. Suvetha 22PI24

of I M.COM IB department

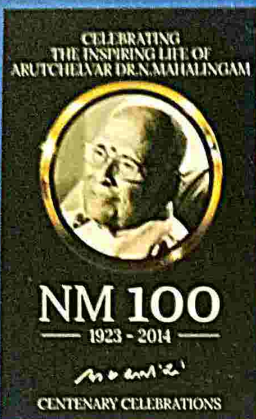
has successfully completed a Value Added Course
entitled Business Etiquette skill sets and
secured a mark of 92 out of 100


COURSE TEACHER


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Value Added Course

This is to certify that Mr./Ms. A. Yuvasree 22PI26

of I M.COM IB department

has successfully completed a Value Added Course

entitled Business Etiquette skill sets and

secured a mark of 78 out of 100

COURSE TEACHER

DEAN - ACADEMIC

IQAC CO-ORDINATOR

PRINCIPAL