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| **Program: Bachelor of Management Studies (2023-24)** | | | | | | **Semester: I** | | | |
| **Course: Business Etiquette & Body Language** | | | | | | **Code:** | | | |
| **Teaching Scheme** | | | | | **Evaluation Scheme** | | | | |
| **Lectures** | **Practical** | **Tutorial** | | **Credits** | **Theory** | | | **Practical** | |
| **Internal** | **External** | | **Internal** | **External** |
| **30** | **Nil** | **Nil** | | **02** | **20** | **30** | | **Nil** | **Nil** |
|  | | | | | | | | | |
| **Internal Component** | | | | | | | | | |
| **Class Test** | | | **Assignments** | | | | **Class Participation** | | |
| **10 (Average of 2 tests)** | | | **10** | | | | **Nil** | | |
| **Learning Objectives** | | | | | | | | | |
| * To understand the role and applicability of Business Etiquette in modern business world. * To identify & differentiate between good and poor Business Etiquette. * To analyse appropriate etiquette for various situations * To understand and interpret Body Language * To implement appropriate Body Language at workplace. | | | | | | | | | |
| **Learning Outcomes** | | | | | | | | | |
| * The learner will be able to identify appropriate Business Etiquette for various professional scenarios and make a strong professional presence. * The learner will be able to different between the elements of Body Language and apply for effective non-verbal business communication. * The learner will be able to improve his/her professional presence at workplace. | | | | | | | | | |
| **Pedagogy** | | | | | | | | | |
| * Lecture, Audio-visual, Research Papers, Case Studies, Simulations, Assignments, Project work, Group Discussions. | | | | | | | | | |

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| Module | Module Content | Module wise Pedagogy Used | Duration of Module |
| I | **Business Etiquette**   1. Introduction:   Meaning, Significance, Etiquette & Ethics, Etiquette & Perception of Civility, Consequences of Poor  Professional Etiquette,  Principles of Professional Behaviour,   1. Types of Business Etiquette:  * Dining Etiquette- Do’s & Don’ts * Dressing Etiquette- Do’s & Don’ts * Meeting Etiquette- Do’s & Don’ts * Telephone Etiquette- Do’s & Don’ts * Email Etiquette- Do’s & Don’ts * Handshake Etiquette- Do’s & Don’ts * Cubicle Etiquette- Do’s & Don’ts * Networking Etiquette- Do’s & Don’ts * Social Media Etiquette- Do’s & Don’ts * Feedback Etiquette- Do’s & Don’ts * Conversational Etiquette- Do’s & Don’ts * Personal Grooming - Do’s & Don’ts | Lecture, Audio-visual, Research Papers, Case Studies, Simulations, Assignments, Project work, Group Discussions. | 15 lectures |
| II | **Body Language**   1. Introduction:   Meaning, Significance of Body Language, Consequences of inappropriate Body Language, Nonverbal Communication & Body Language, Verbal Communication & Body Language, Elements of Body Language (Gestures, Postures, Facial Expressions, Paralanguage, Eye Contact, Kinesics)   1. Application of Body Language:   Body Language during Presentation, Body Language during Public Speaking, Body Language during Interviews, Body Language during Professional Conversation | Lecture, Audio-visual, Research Papers, Case Studies, Simulations, Assignments, Project work, Group Discussions. | 15 lectures |

**Reference Books:**

1. The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barabara Pachter, McGraw-Hill Education, 2013.
2. Business Etiquette by Sheetal Kakkar Mehta, HarperCollins Publication, 2012.
3. The Book of Business Etiquette: World After 2022 by John White, 2022 (Kindle version)
4. Everyday Etiquette: How to Navigate 101 Common and Uncommon Social Situations by Patricia Rossi.
5. The Definitive Book of Body Language, by Barbara Pease, Allan Pease, Efinito Publication, 2022
6. You Say More Than You Think, by Janine Driver, Harmony Publication
7. What Every Body Is Saying, Joe Navarro, William Morrow Publication, 2008.
8. Business Communication, Meenakshi Raman, (Oxford)
9. Gorman Tom; The Complete Idiot’s Almanac of Business Letters and Memos, 1997. Prentice Hall of India PVT. LTD.
10. Ober Scot; Contemporary Business Communication. Fifth Edition; Dreamtech Press
11. Merrihue, William (1960) Managing by Communication, McGraw Hill, New York.
12. Mishra Rajiv K (2006) Code of Conduct for Managers Rupa Company

**Total Marks allotted: 50 marks**

1. **Details of Continuous Assessment (CA)**

40% of the total marks per course.

Marks allotted for CA is **20 marks.**

Breakup of the 20 Marks is as follows:

|  |  |  |
| --- | --- | --- |
| **Continuous Assessment** | **Details** | **Marks** |
| **Component 1 (CA-1)** | Internal class test (online or offline)   * 2 Class tests will be taken for each course * Marks scored will be computed as the Average of the marks scored by the learner in the 2 Class tests carrying 10 Marks each | **10 marks** |
| **Component 2 (CA-2)** | Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Entrepreneurship Fair/ Documentary filming/ Assignments/ Group Discussions Etc. | **10 marks** |

**b) Details of Semester End Examination (SEE)**

60% of the total marks per course.

Marks allotted for SEE is **30 Marks.**

Duration of examination will be **One Hour.**

**QUESTION PAPER FORM****AT**

All Questions are compulsory

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| --- | --- | --- |
| **Q. No.** | **Particulars** | **Marks** |
| Q.1. | 1. Answer in brief   OR  B) Answer in brief | 8 |
| Q.2. | 1. Answer in brief   OR  B) Answer in brief | 8 |
| Q.3. | 1. Answer in brief   OR  B) Answer in brief | 8 |
| Q.4. | Case study/application based questions | 6 |

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Description automatically generated

Signature Signature

(Program Chairperson & Vice Principal) (Principal)