



MEASI
Institute of Management



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BUSINESS ETIQUETTE (434S2A)

MBA 2nd SEMESTER

UNITWISE STUDY NOTES

Prepared by

Mr. Aejaz Ahmed – Head, Training & Development
MEASI Institute of Management
Chennai -14.

VISION & MISSION STATEMENTS



Vision

To be an oasis of knowledge to the seeker, to nurture one's creativity and research acumen, and to instil a unique blend of leadership, innovative spirit and empathy in response to the ever-evolving business ecosystem.

Mission

- Provide a pedagogy that blends academic rigor and experiential learning.
- Inculcate an entrepreneurial mindset through curated activities
- Establish a conducive environment for research.
- Foster a culture of innovation and collaboration to progress in a dynamic business landscape.
- Promote humanistic values to produce socially responsible leaders.

Program Educational Objectives (PEOs)

PEO 1 – Employability: To develop students with industry specific knowledge & skills to meet the industry requirements and also join public sector undertaking through competitive examinations.

PEO 2 - Entrepreneur: To create effective business service owners, with a growth mindset by enhancing their critical thinking, problem solving and decision-making skills.

PEO3 – Research and Development: To instil and grow a mindset that focusses efforts towards inculcating and encouraging the students in the field research and development.

PEO 4 – Contribution to Business World: To produce ethical and innovative business professionals to enhance growth of the business world.

PEO 5 – Contribution to the Society: To work and contribute towards holistic development of society by producing competent MBA professionals.

Program Outcome

PO1 - Problem Solving Skill; Apply knowledge of management theories and practices



to solve business problems.

PO2 - Decision Making Skill; Foster analytical and critical thinking abilities for data-

based decision making.

PO3 - Ethical Value; Ability to develop value based leadership ability.

PO4 - Communication Skill; Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.

PO5 - Individual and Leadership Skill; Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6 - Employability Skill; Foster and enhance employability skills through subject knowledge.

PO7 - Entrepreneurial Skill; Equipped with skills and competencies to become an entrepreneur.

PO8 - Contribution to community; Succeed in career endeavors and contribute significantly to the community.

Program Specific Objectives

PSO 1: Finance: The students should demonstrate proficiency in analyzing financial statements, evaluating investment opportunities and making financial decision to maximize shareholders' value.

PSO 2: Marketing: Students should be able to create a comprehensive marketing plan that

integrates effective communication strategies, leading to customer success and the accomplishment of marketing objectives.

PSO 3: Logistics: Students will acquire knowledge of inventory management for domestic and global supply chains, thereby developing problem-solving skills in logistics to optimize supply chain efficiency.

PSO 4: Business Analytics: The students should able to analyze data, communicate insights, take data-driven decisions and solve business problems effectively.



Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Soft Skills II - Business Etiquette	Soft Skills	-	-	2	-	2	30	25	75	100
Course Objectives											
C1	To analyze the Business etiquette at workplace										
C2	To determine the Principles of exceptional work behavior										
C3	To explore Tech etiquette in using various telecommunication devices and channels										
C4	To successfully handle Multi-cultural challenges										
C5	To ascertain sensitivity to new and emerging issues in etiquette										
SYLLABUS											
UNIT	Details							No. of Hours	Course Objectives		



I	<p>Introduction to business etiquette: The ABCs of etiquette Meeting and greeting scenarios-Developing a culture of excellence The principles of exceptional work behaviour - What is the role of Good Manners in Business?-Enduring Words</p> <p>Greetings and Introductions: Guideline for receptionists - Making introductions and greeting people- Greeting Components- The protocol of shaking hands- Introductions - Introductory scenarios - Addressing individuals.</p>	6	C1
II	<p>Meeting and Boardroom Protocol: Guidelines for planning a meeting - Before the meeting - On the day of the Meeting - Guidelines for Attending the meeting - For the Chairperson- For attendees - For Presenters - Planning a power point presentation-Dealing with customer complaints.</p> <p>Entertaining Etiquette: Planning a meal- Issuing invitations -Business meals basics - Basics of table etiquette - Holding and resting utensils - Business dining etiquette - Multi-cultural Highlight: Japanese Dinning-Specific food Etiquette guidelines.</p>	6	C2
III	<p>Telephone Etiquette: Cell phone etiquette-Social Media Usage etiquette- Telephone etiquette guidelines - Mastering the telephone courtesy - Active listening - Putting callers on hold -Transferring a call - Screening calls - Taking at message - Voice Mail-Closing the call - When Making calls - Closing the call-Handling rude or impatient clients</p> <p>Internet & email etiquette: Internet usage in the workplace Email- Netiquette - Online chat - Online chat etiquette - Online chat etiquette guidelines</p>	6	C3
IV	<p>Business Attire & Professionalism: Business style and professional image - Dress code - Guidelines for appropriate business attire - Grooming for success - Guidelines for appropriate business attire - Grooming for success - Multicultural dressing</p> <p>Diversity Management- Gender Sensitivity- Social Media and Communication with colleagues-Preventing sexual harassment-Disability Etiquette: Basic disability Etiquette practices - Courtesies for wheelchair users Courtesies for blind or visually impaired - Courtesies for the deaf- People with speech impairments.</p>	6	C4
V	<p>Business Ethics: Ethics in the workplace - The challenge of business ethics - Creating an ethical compass - Business ethics and advantages - Ethical Issues - Conflict Management- Conflict resolution</p>	6	C5



	strategies - Choosing the appropriate gift in the business environment Multi-cultural challenges: Multi-cultural etiquette - Example of cultural sensitivity - Cultural differences and their effect on business etiquette- onsite projects- Cultural Highlight: China-Cultural Highlight: India.		
	Total	30	
Course Outcomes			
Course Outcomes	On completion of this course, students will;	Program Outcomes	
CO1	Learn using business etiquette at work place	PO4, PO6, PO7	
CO2	Be able to acquire knowledge about the Principles of exceptional work behaviour	PO4, PO6, PO7	
CO3	Be able to enhance their knowledge of latest Tech etiquette in using various telecommunication devices and channels.	PO4, PO6, PO7	
CO4	Get familiarized with the Successful handling of Multi-cultural challenge	PO4, PO6, PO7	
CO5	Become sensitive to new and emerging issues in etiquette	PO4, PO6, PO7	
Reading List			
1.	https://accountingexplained.com/managerial/capital-budgeting/		
2.	http://www.studyfinance.com/lessons/workcap/		
3.	Journal of International Financial Management & Accounting		
4.	The Management Accountant Journal - icmai-rnj.in		
References Books			
1.	Gonda, C. M. (2016) Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.		
2.	Mehra, S. K. (2012) Business Etiquette A Guide For The Indian Professional. Noula: HarperCollins		
3.	Pachter, B. (2013). The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success (1) edition New York: McGraw-Hill Education.		
4.	Past, K. (2008). Indian Business Etiquette: 1 (First edition). Ahmedabad Jaico Publishing House.		
5.	Travis, R. (2013). Tech Etiquette: OMG, 2 Edition, RLT Publishing.		
6.	Gonda, C. M. (2016) Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.		

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8
CO 1				2		2	2	
CO 2				2		2	2	
CO 3				2		2	2	
CO 4				2		2	2	
CO 5				2		2	2	

3-Strong 2-Medium 1-Low



COURSE MATERIAL

BUSINESS ETIQUETTE

UNIT I – Introduction to Business Etiquette & Greetings

ABCs of business etiquette and workplace behaviour

This section explains ABCs of business etiquette and workplace behaviour. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Meeting and greeting scenarios; developing a culture of excellence

This section explains Meeting and greeting scenarios; developing a culture of excellence. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Principles of exceptional work behaviour and good manners in business

This section explains Principles of exceptional work behaviour and good manners in business. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Enduring words and professional communication impact

This section explains Enduring words and professional communication impact. It focuses on definitions, key principles, professional standards, workplace scenarios and best



practices that help learners apply business etiquette effectively in real organisational environments.

Greetings and introductions: reception guidelines and greeting components

This section explains Greetings and introductions: reception guidelines and greeting components. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Handshake protocol and addressing individuals

This section explains Handshake protocol and addressing individuals. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

UNIT II – Meetings, Boardroom Protocol & Dining Etiquette

Planning and conducting meetings: before, during and after

This section explains Planning and conducting meetings: before, during and after. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Roles of chairperson, presenters and attendees

This section explains Roles of chairperson, presenters and attendees. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Planning PowerPoint presentations and handling complaints

This section explains Planning PowerPoint presentations and handling complaints. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Entertaining etiquette and issuing invitations

This section explains Entertaining etiquette and issuing invitations. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Basics of table etiquette and business dining practices

This section explains Basics of table etiquette and business dining practices. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.



Multicultural dining: Japanese dining etiquette

This section explains Multicultural dining: Japanese dining etiquette. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

UNIT III – Telephone, Internet & Email Etiquette

Cell phone etiquette and telephone courtesy

This section explains Cell phone etiquette and telephone courtesy. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Call handling skills: holds, transfers, screening, messages, voicemail

This section explains Call handling skills: holds, transfers, screening, messages, voicemail. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Closing professional calls and managing rude clients

This section explains Closing professional calls and managing rude clients. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Internet usage etiquette at workplace

This section explains Internet usage etiquette at workplace. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Email etiquette and netiquette guidelines

This section explains Email etiquette and netiquette guidelines. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Online chat etiquette and conduct

This section explains Online chat etiquette and conduct. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

UNIT IV – Business Attire, Professionalism & Diversity

Business attire and professional image building

This section explains Business attire and professional image building. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.



Dress code guidelines and grooming for success

This section explains Dress code guidelines and grooming for success. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Multicultural dressing practices

This section explains Multicultural dressing practices. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Diversity management and gender sensitivity

This section explains Diversity management and gender sensitivity. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Social media communication with colleagues

This section explains Social media communication with colleagues. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Prevention of sexual harassment

This section explains Prevention of sexual harassment. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Disability etiquette for special needs colleagues

This section explains Disability etiquette for special needs colleagues. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

UNIT V – Business Ethics & Multicultural Challenges

Workplace ethics and challenges of ethical decision-making

This section explains Workplace ethics and challenges of ethical decision-making. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Creating an ethical compass

This section explains Creating an ethical compass. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.



Ethical issues and advantages of ethical practices

This section explains Ethical issues and advantages of ethical practices. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Conflict management and resolution strategies

This section explains Conflict management and resolution strategies. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Selecting appropriate gifts in business settings

This section explains Selecting appropriate gifts in business settings. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Multicultural etiquette awareness

This section explains Multicultural etiquette awareness. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.

Cultural highlights: China and India

This section explains Cultural highlights: China and India. It focuses on definitions, key principles, professional standards, workplace scenarios and best practices that help learners apply business etiquette effectively in real organisational environments.