

**JAIPURIA INSTITUTE OF MANAGEMENT  
PGDM 2017-19; TRIMESTER V**

**1. Course Information**

Course Code and Title	SE: Services Etiquette
Credits	1.5
Term and Year	V, 2018-19
Course Pre-requisite(s)	N/A
Course Requirement(s)	Basic English Language Skills
Course Schedule (day and time of class)	
Classroom # (Location)	
Course Instructor	
Email	
Telephone Number (for office appointments)	
Student Consultation Hours	
Office Location	

**2. Course Overview**

In the era of globalization, which has made cross-border business deals more common than ever, many potentially worthwhile and profitable alliances in the business, social and political circuits may be lost because of an unintentional breach of services etiquette. Interestingly, many a times behaviours that are perceived as disrespectful, discourteous or abrasive are *unintentional*, and could have been avoided with little alertness, patience and practice of good manners or acceptable etiquette. Thus, basic knowledge and practice of etiquette is a valuable advantage, because in a lot of situations, a second chance may not be possible or practical.

Etiquette, as defined by experts, is the “conduct or procedure required by good breeding or prescribed by the authority to be observed in social or official life.’ Services Etiquette, to this end, is about how to deal with other businesses and clients - by showing respect and consideration for them at all times. In the business world, in common and services business in particular, etiquette is an essential ingredient for a success recipe. Proper etiquette can help people land jobs, get promotions and establish excellent relationships with others. When one executes proper business etiquette, he essentially gets profiled. Poor etiquette, on the other hand, may bring negative attention and can damage one’s working relationships. By comparison, proper business etiquette impacts the ability of a person to build trust and therefore have a positive impact. When you use good business etiquette you will find that you will have many more opportunities.

Social and workplace etiquette, as the name indicates, are the ‘expected behaviours’ from an individual within society, group, or class irrespective of the culture or the country. Some etiquette such as dressing and grooming, meeting and greeting, introducing, dining, etc. are more or less common in all professional setups and are not governed by any country specific cultures. Still possibilities to commit a *faux pas* even in these ‘common’ areas are limitless, and chances are, sooner or later, you will make a mistake. But the good thing is that, with little awareness and by being considerate and attentive to the concerns of others, and adhering to the basic rules of general workplace etiquette, you can minimize them and avoid causing a bad impression. In short, these are the etiquette that you should be compulsorily observing in order to exhibit your professionalism and uphold your personal image and the organization’s reputation. Therefore, SE course has been specifically designed to focus on the following SEVEN basic etiquette required to excel in one’s chosen career and society at large.

- **Meeting and greeting etiquette**
- **Introduction etiquette**
- **Communication and networking etiquette**
- **Gifting etiquette**
- **Multi-ethnicity and Gender-related etiquette at workplace**
- **Dressing and grooming etiquette**
- **Dining and wining etiquette**

### **3. Course Learning Outcomes (CLO)**

At the end of the course the learners will be able to:

CLO 1 – Exhibit prerequisite professional services etiquette at the present day multicultural workplace

CLO 2 – Demonstrate appropriate general services and culture-specific services etiquette

CLO 3 - Demonstrate appropriate meeting (welcoming) greeting and introduction etiquette

CLO 4 – Exhibit appropriate networking and gifting etiquette

CLO 5 – Exhibit appropriate workplace behaviour (including empathetic dealing with differently abled people) to minimize conflict in a team situation

CLO 6 – Showcase appropriate gender-based behaviour, dressing and grooming etiquette

CLO 7 – Demonstrate appropriate dining and wining etiquette

#### 4. List of Modules/Sessions

Modules	Contents/ Concepts	Sessions
<b>ICE BREAKING</b>	Course Takeaways & Evaluation Criteria	1
<b>Module 1: Communication and networking etiquette</b>	<ul style="list-style-type: none"> <li>• Meeting and greeting etiquette</li> <li>• Introduction etiquette</li> <li>• Email etiquette</li> <li>• Social media etiquette</li> <li>• Small Talks &amp; Business Conversation etiquette</li> </ul>	2 - 3
<b>Module 2: Gender-related etiquette at workplace</b>	<ul style="list-style-type: none"> <li>• Basic Skills of simple and short conversation</li> <li>• Using gender-neutral words and phrases</li> </ul>	4 - 6
<b>Module 3: Gifting, dressing and grooming etiquette</b>	<ul style="list-style-type: none"> <li>• Gifting etiquette to suit the occasion</li> <li>• Choosing culture-specific gift items</li> <li>• Items/colours not to be given as gifts</li> <li>• Dressing and grooming to suit the occasion</li> <li>• Choosing country/culture-specific apparels &amp; accessories</li> </ul>	7 - 9
<b>Module 4: Dining and wining etiquette</b>	<ul style="list-style-type: none"> <li>• Dining and wining etiquette to suit the occasion</li> <li>• Choosing culture-specific dining venue</li> <li>• Table manners</li> <li>• Items/time not to be chosen for business dinners</li> <li>• Dressing and grooming for business dinners</li> <li>• Choosing country/culture-specific food items and beverages</li> </ul>	10 - 11

<b>WRAP UP</b>	Recapitulation and Doubt Clearing	12
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## Evaluation Criteria

Components	Description	Weightage %
<b>Class Participation</b>	Involvement of individual students in the course session during classroom exercises.	10
<b>Live Project</b>	Individual Assignment: Student will be evaluated individually on the business relevance and quality of the project submitted.	10
<b>Case Study based Presentation &amp; Class Discussion</b>	This will consist of cognition and application based case (s) analysis followed by Group Discussion.	10
<b>End term Examination (Project Based)</b>	Team Assignment: Each member of the team will be evaluated on the pre-decided team as well as individual parameters.	20

## Recommended/ Reference Text Books and Resources

<p><b>Recommended Text Book:</b></p> <p>Verma, Shalini. (2014). <i>Business Communication: Essential Strategies for Twenty- first Century Managers</i>. New Delhi: Dorling Kindersley (India) Pvt. Ltd.</p> <p><b>Reference Books suggested:</b></p> <ol style="list-style-type: none"> <li>1. Terri Morrison (2017), <i>Kiss, Bow, or Shake Hands</i>, 2nd edition, Adams Media</li> <li>2. Debra Fine, <i>The Fine Art Of Small Talk: How to start a conversation in any situation</i>, (2006). Little, Brown Book Group.</li> <li>3. Patrick King, (2014). <i>Social Fluency: Genuine Social Habits to Work a Room, Own a Conversation, and be Instantly Likeable</i>, Plain Key Media</li> <li>4. Peggy Post &amp; Peter Post (2005), <i>The Etiquette Advantage in Business: Personal Skills for Professional Success</i>, 2nd ed. Edition, William Morrow</li> </ol>
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