

UNIVERSITY OF MADRAS

B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
150S2B	BUSINESS ETIQUETTE AND CORPORATE GROOMING	SEC	Y	-	-	-	2	2	25	75	100
Learning Objectives											
CLO1	To impart knowledge about basic etiquettes in professional conduct										
CLO2	To provide understanding about the workplace courtesy and ethical issues involved										
CLO3	To suggest on guidelines in managing rude and impatient clients										
CLO4	To familiarize students about significance of cultural sensitivity and the relative business attire										
CLO5	To stress on the importance of attire										
UNIT	Details								No. of Hours	Learning Objectives	
I	Introduction to Business Etiquette: Introduction- ABCs of etiquette-meeting and greeting scenarios-principles of exceptional work behavior-role of good manners in business- professional conduct and personal spacing.								6	CLO1	
II	Workplace Courtesy and Business Ethics: Workplace Courtesy-Practicing common courtesy and manners in a workplace-Etiquette at formal gatherings- Professional qualities expected from an employer’s perspective - Hierarchy and Protocol. Ethical issues - preventing sexual harassment-conflict resolution strategies-Choosing appropriate gift in the business environment - real life work place scenarios – company policy for business etiquette								6	CLO2	
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients -internet usage in the workplace, email etiquette, online chat etiquette guidelines -Basic disability Etiquette practices								6	CLO3	
IV	Diversity and Cultural Awareness at Workplace Impact of diversity-Cultural Sensitivity-Taboos and Practices-Inter-Cultural Communication								6	CLO4	
V	Business Attire and Professionalism Business style and professional image - dress code-guidelines for appropriate business attire-grooming for success.								6	CLO5	
	Total								30		

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Course Outcomes		
Course Outcomes	On completion of this course, students will;	Program Outcomes
CO1	Describe basic concepts of business setiquette and corporate grooming.	PO5, PO6,
CO2	Outline the etiquette and grooming standards followed in business environment and the significance of communication	PO4, PO2, PO5, PO6
CO3	Create cultural awareness and moral practices in real life workplace scenarios	PO8, PO6
CO4	Analyzeworkplacecourtesyandresolveethicalissueswithrespecttoetiquett eand grooming for success	PO1, PO3, PO8, PO6
CO5	Apply the professionalism in the workplace considering diversity and courtesy	PO3, PO8, PO6
Reading List		
1.	Journal of Computer Mediated Communication By ICA	
2.	Business and Professional Communication by Sage Journals	
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by Myka Meier, Skyhorse	
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow	
5.	Shital Kakkar Mehra, “Business Etiquette: Aguide for the Indian Professional”, Harper Collins Publisher (2012)	
References Books		
1.	Indian Business Etiquette, Raghu Palat, JAICO Publishers	
2.	NinaKochhar,“AtEasewithEtiquette”,B.jain Publisher,2011	
3.	NimeranSahukar,PremP.Bhalla,“TheBookofEtiquetteandmanners”,PustakMahipublishers, 2004	
4.	Sarvesh Gulati (2012),Corporate Grooming and Etiquette, Rupa Publications India Pvt. Ltd.	
5.	The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success by Barbara Pachter , Mc Graw Hill Education	
Web Resources		
1.	http://osou.ac.in/eresources/DIM-08-BLOCK-3.pdf	
2.	https://www.columbustech.edu/skins/userfiles/files/Training%20Manual%20-%20Business%20Etiquette%20(1).pdf	
3	https://www.sbu.edu/docs/default-source/life-at-sbu-documents/professional-wardrobe-nbsp-.pdf	
4	https://www.tutorialspoint.com/business_etiquette/grooming_etiquettes.htm	
5	https://wikieducator.org/Business_etiquette_and_grooming	

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Methods of Evaluation		
Internal Evaluation	Continuous Internal Assessment Test	25 Marks
	Assignments	
	Seminar	
	Attendance and Class Participation	
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand/ Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, Short summary or overview	
Application (K3)	Suggest idea/concept with examples, Suggest formulae, Solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, Finish a procedure in many steps, Differentiate between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/ Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Mapping with program outcomes

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

CO-PO Mapping with Programme Specific Outcomes (Course Articulation Matrix): Level of Correlation between PSO's and CO's

CO/PO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	3	3
CO 2	3	3	3	3	3
CO 3	3	3	3	3	3
CO 4	3	3	3	3	3
CO 5	-	3	3	3	3
Weightage	12	15	15	15	15
Weighted Percentage of Course Contribution to Pos	2.4	3.0	3.0	3.0	3.0