



Kot Bhalwal, Jammu



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

Corporate Etiquettes and Personality Development (UGAEC-203)

BCOM (H) - 2nd SEMESTER

ACADEMIC YEAR (2023-24)

Mr. Koushik Dhar

Assistant Professor

School of Management-UG



UG School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

www.mietjmu.in



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
UGAEC-203	Corporate Etiquettes and Personality Development	Ability Enhancement	3	3	0	0	40	60	100

COURSE OUTCOMES

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

CO1	Appreciate social etiquettes, norms for professional and personal behavior.
CO2	Use modern tools for making effective presentations.
CO3	Develop competence in professional verbal and non-verbal communication..
CO4	Develop self-awareness and articulate a personal vision.
CO5	Gain insights into emotional intelligence and work effectively in teams.

List of Activities for Corporate Etiquette and Personality Development

S. No.	Activity
1	Polishing Business Manners: Handshake, gifts, visiting cards, humor, office behavior etc.
2	Power Dressing: Wardrobe Etiquette, Grooming for Success.
3	Body Language, Poise, and Eye Contact.
4	Prepare effective presentations using different modern tools.
5	Understanding the Art of Entertaining: Playing a Gracious Host.
6	Work on Importance of Self Grooming and Personal Hygiene, Gestures and Postures.
7	Language Lab: Effective Communication Skills: Word Power enhancement; Attention to Detail: spacing, punctuation, spelling, and other finer aspects; Verbal and non-verbal communication skills; Getting rid of inhibitions and building confidence; Assertive and Submissive communication; Using Language for Convincing and Persuasion; Art of asking Questions.
8	Handling difficult situations with grace, style, and professionalism.
9	To carry out a personal SWOT Analysis.
10	Gender Sensitization.
11	Develop empathy towards customers and colleagues by listening to their problems and understanding them emotionally.
12	Know your colleagues



13	Apologizing the right way.
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*The course would involve interactive sessions, individual and group exercises, role plays, situation-handling, and experience-sharing. Selected video films will complement these.

COURSE PLAN		
S.No	Topics	Recommended References
1	Polishing Business Manners: Handshake, gifts, visiting cards, humour, office behavior etc.	https://www.speakconfidentenglish.com/greetings-for-every-situation/ https://www.youtube.com/watch?v=ILBsS8ZQIL4 https://www.google.com/search?q=handshake+etiquette+in+business&rlz=1C1VDKB_en_1021_1021&source=lnms&tbm=vid&sa=X&ved=2ahUKEwjbt4eIsc_9AhWBSGwGHf6FC-EQ_AUoAnoECAMQBA&biw=1242&bih=597&dpr=1.1#fpstate=ive&vld=cid:86b17a7b,vid:exUICjqQsDA https://www.careereducation.columbia.edu/resources/5-workplace-etiquette-tips-every-professional-should-know
2	Power Dressing: Wardrobe Etiquette, Grooming for Success	https://www.managementstudyguide.com/corporate-dressing-importance.htm
3	Body Language, Poise, and Eye Contact.	https://virtualspeech.com/blog/8-elements-of-confident-body-language
4	Prepare effective presentations using different modern tools	https://courses.lumenlearning.com/suny-esc-communicationforprofessionals/chapter/using-powerpoint/
5	Understanding the Art of Entertaining: Playing a Gracious Host	https://www.artofmanliness.com/character/how-to-be-a-party-host/ https://emilypost.com/advice/party-etiquette-tips-for-hosts-and-



		guests
6	Work on Importance of Self Grooming and Personal Hygiene, Gestures and Postures	https://knowledgebasenow.com/importance-of-self-grooming-in-personality-development/ https://gatsby.ph/mens-lifestyle/why-personal-grooming-is-important
7	Language Lab Effective Communication Skills: Word Power enhancement; Attention to Detail: spacing, punctuation, spelling, and other finer aspects; Verbal and non-verbal communication skills; Getting rid of inhibitions and building confidence; Assertive and Submissive communication; Using Language for Convincing and Persuasion; Art of asking Questions.	https://colinjamesmethod.com/communication-techniques-101-power-of-word/ https://www.indeed.com/career-advice/career-development/how-to-improve-verbal-communication-skills https://ecampusontario.pressbooks.pub/communicationatwork/chapter/5-3-proofreading-for-punctuation/ https://www.e-education.psu.edu/styleforstudents/print/c2.html https://nutspace.in/build-self-confidence/ http://m.mystarjob.com/articles/story.aspx?file=/2012/3/19/mystarjob_atwork/20120319114544&sec=mystarjob_atwork https://www.lingualbox.com/blog/16-effective-persuasive-language-techniques https://www.forbes.com/sites/tonygambill/2021/08/04/the-art-of-asking-higher-quality-questions/?sh=18d175635592 https://www.youtube.com/watch?v=tYnGiWlwcj4
8	Handling difficult situations with grace, style, and professionalism.	https://www.universalclass.com/articles/business/dealing-with-challenging-situations-in-the-



		workplace.htm https://abcnews.go.com/Lifestyle/handle-lifes-challenges-elegance-grace/story?id=25353448
9	To carry out a personal SWOT Analysis	https://www.mindtools.com/aaiakpy/personal-swot-analysis
10	Gender Sensitization.	https://www.mcrhrdi.gov.in/adr%202016/presentations/Gender%20Sensitisation%20For%20FCs.pdf
11	Develop empathy towards customers and colleagues by listening to their problems and understanding them emotionally.	https://www.ccl.org/articles/leading-effectively-articles/empathy-in-the-workplace-a-tool-for-effective-leadership/
12	Know your colleagues	https://www.indeed.com/career-advice/career-development/get-to-know-your-coworkers-questions
13	Apologizing the right way.	https://www.health.harvard.edu/blog/the-art-of-a-heartfelt-apology-2021041322366

ADDITIONAL WEB RESOURCES

1.	MOOC: Coursera certification course on “Corporate etiquette and Personality Development” https://www.coursera.org/browse/personal-development
2.	NPTEL: Nptel certification course on “Personality development and soft skills” https://onlinecourses.nptel.ac.in/noc23/hs30/preview

GRADING AND ASSESSMENT

- **Presentation:** 10 marks
- **Role Play:** 10 marks
- **Attendance:** 10 marks
- **Blog/Vlog :** 10 marks
- **PI:** 10 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET’s academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Monday (12:55 PM - 1:45 PM) to Friday (12:55 PM - 1:45 PM)
- **Contact Information**
koushik.mba@mietjammu.in





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