

## SYLLABUS

**DIVISION:** Business and Engineering Technology

**REVISED:** Fall 2015

**CURRICULAR IN WHICH COURSE IS TAUGHT:** Business Management and Marketing

**COURSE NUMBER AND TITLE:** BUS 108 - Business Etiquette

**CREDIT HOURS:** LEC: 1 hour per week

LAB: 0

LEC/LAB COMB: 1

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### I. CATALOG DESCRIPTION:

Presents basic etiquette for individuals desiring to succeed in a business environment. Topics include manners, business attire, networking, socializing, and meeting protocol. Includes tips on how to handle basic issues associated with diversity, plurality, and cultural and family values. Discusses how contemporary displays of personal expressions may impact business relationships. Lecture 1 hour per week. 1 credit.

### II. RELATIONSHIP OF THE COURSE TO CURRICULAR OBJECTIVES:

BUS 108 will address the following DCC Business Management and Marketing outcome:

Graduates will demonstrate the ability to demonstrate basic principles of human relationship skills which can be used to successfully interrelate with customers, associates, employees, and superiors in a business setting.

### III. REQUIRED BACKGROUND/PREREQUISITES: None

### IV. COURSE CONTENT:

- Diversity, Family & Cultural Values
- Meetings, Committees, and Teamwork
- Oral and Written Communication
- Professional Behavior and Image in a Business Setting
- Table Etiquette
- Telephone Etiquette

### V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE: (Place X by all that apply)

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| <u>X</u>  | Communication                     |
| <u>X</u>  | Critical Thinking                 |
| <u>X</u>  | Cultural and Social Understanding |
| <u>  </u> | Information Literacy              |
| <u>X</u>  | Personal Development              |
| <u>  </u> | Quantitative Reasoning            |
| <u>  </u> | Scientific Reasoning              |

## VI. LEARNER OUTCOMES

## VII. EVALUATION

<ul style="list-style-type: none"><li>• Professional Behavior and Image in a Business Setting<ul style="list-style-type: none"><li>○ Demonstrate the proper business handshake</li><li>○ Demonstrate the proper way to make business introductions</li><li>○ Discuss appropriate business attire</li><li>○ Discuss interviewing skills</li><li>○ Make use of traditional courteous phrases (please, thank you, I beg your pardon, etc.)</li><li>○ Practice interviewing skills</li><li>○ Understand typical workplace hierarchies and chain of command</li></ul></li><li>• Telephone Etiquette<ul style="list-style-type: none"><li>○ Demonstrate the professional way to answer a telephone at work</li><li>○ Describe appropriate methods for transferring phone calls</li><li>○ Discuss the pros and cons of voice mail</li><li>○ Illustrate how to take and deliver a telephone message</li><li>○ Practice cell phone etiquette</li></ul></li><li>• Table Etiquette<ul style="list-style-type: none"><li>○ Demonstrate the proper setting of a table ranging from casual events to formal banquets</li><li>○ Describe how to ask for and pass dishes and condiments</li><li>○ Discuss appropriate and inappropriate table conversation</li><li>○ Identify and appropriately use silverware, glassware, and china</li></ul></li><li>• Oral and Written Communication<ul style="list-style-type: none"><li>○ Demonstrate good listening skills</li><li>○ Demonstrate how to extend and accept invitations (RSVP)</li><li>○ Demonstrate professional use of e-mail for business</li><li>○ Demonstrate the ability to produce legible and professional handwritten documents</li><li>○ Demonstrate the proper and professional use of eye contact, hand gestures, and body language</li><li>○ Discuss the importance and value of writing thank you notes when appropriate</li><li>○ Discuss the importance of confidentiality and privacy in business</li><li>○ Discuss the importance of following-through at work</li><li>○ Discuss ways to deal with difficult people</li><li>○ Illustrate proper, professional, and clear conversational and presentation skills</li><li>○ Understand the difference between casual and professional communication</li><li>○ Understand the importance of correct spelling and grammar</li></ul></li><li>• Meetings, Committees, and Teamwork<ul style="list-style-type: none"><li>○ Describe ways to gain member buy-in and participation</li><li>○ Describe ways to set meeting agendas and follow-up on assigned tasks</li><li>○ Explain the importance and benefits of teamwork and the proper roles of team members</li><li>○ Practice proper meeting management; i.e., demonstrate a basic understanding of Robert's Rules of Order</li><li>○ Role play methods of conflict resolution in a team</li><li>○ Understand the pros and cons of basic leadership styles and identify one's own innate leadership style</li></ul></li><li>• Diversity, Family &amp; Cultural Values<ul style="list-style-type: none"><li>○ Discuss the impact of family and cultural diversity in the workplace</li><li>○ Discuss the importance of awareness of international customs in order to avoid offense</li><li>○ Discuss how contemporary displays of personal expressions may impact business relationships</li></ul></li></ul>	<p>Students will be evaluated for their level of competence associated with the learner outcomes in section VI based on the following activities:</p> <ul style="list-style-type: none"><li>• Written homework assignments</li><li>• Oral presentations</li><li>• Role playing</li><li>• Written tests</li></ul>
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