SBCS
GLOBAL LEARNING INSTITUTE

Course:	**Business Protocol and Etiquette for Business Professionals**
Contact Hours:	**18**
Pre-requisite:	**None**

Abstract

The purpose of this course is to provide professionals with the requisite tools to function competently in the corporate/social environment. The skills developed therein will boost the effectiveness, and therefore the confidence, of the professional, allowing him/her to maximise the gains from a sound business-client relationship.

Target Audience

Professionals, young and old, from all fields of endeavour, who are desirous of developing and refining their interpersonal communication and interactive skills with their peers and their clients so as to build meaningful and lasting relationships that ensure the longevity of their businesses.

Learning Outcomes

On completion of this course, participants will be able to:

1. Master all forms of communication, including written and oral, to be able to fully comprehend and be fully comprehended by one's clients and peers.
2. Competently read and use body language to communicate more effectively.
3. Make a first impression that leaves a positive and lasting impact on others.
4. Effectively interact with senior executives, both from within and without their own corporations.
5. Adopt the most appropriate social codes (dress, speech, mannerisms, etc.) for all occasions.
6. Lead and manage diverse and multi-cultural groups of people.

Course Content

Module 1: Corporate Communication Skills

✓ Curriculum vitae and résumés

- ✓ Business letters
- ✓ Designing a personal letterhead
- ✓ Official reports and memoranda
- ✓ Speaking the business 'language'.
- ✓ Presentations – In-person and virtual.
- ✓ Telephone conversations – the business professional way.

Module 2: Social Skills – in a business context

- ✓ Conversations (one-to-one and in groups).
- ✓ Giving speeches and toasting
- ✓ Meeting someone for the first time (introducing yourself, etc.)
- ✓ Making others comfortable in your presence (and you comfortable in theirs).
- ✓ Networking (especially at social events).
- ✓ Working in teams
- ✓ Dining
- ✓ Remembering names (and other relevant data).
- ✓ Non-verbal communication (How to interpret it and use it.)

Module 3: Dress and Deportment

- ✓ Dressing for the occasion
- ✓ Developing a personal 'brand'
- ✓ Adopting the right conduct in all situations

Module 4: Managing Groups

- ✓ The difference between managing and leading
- ✓ Planning and conducting meetings
- ✓ Manipulating group dynamics
- ✓ Building and supporting teams
- ✓ Conflict management and resolution
- ✓ Managing a multi-cultural team

Module 5: Living a Balanced Life

- ✓ Balancing the personal life – physical, mental, social, spiritual
- ✓ Balancing the social life – home, work, community
- ✓ Time management
  - Scheduling and Prioritising using the Eisenhower Matrix
  - Plan the work, and work the plan

- Setting and keeping deadlines
- Sharing and delegating responsibilities
✓ Working remotely (away from the office)

Instructional Methods
➢ Six (6) three-hour sessions over a period of six weeks
➢ Oral delivery, using PowerPoint and videos as visual aids
➢ Group activities
➢ Live demonstrations by participants
➢ Hand-outs for revision
➢ Individual practice on the participants' own time

Evaluation
Participants shall be placed into groups and, using role play, shall demonstrate their understanding and proficiency of the concepts and skills learnt within the organised simulations.