



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-4 (BBA)

Subject: Etiquette and Mannerism – BBAXX14210

Type of course: AEC (Ability Enhancement Course)

Prerequisite: Students should have basic knowledge of soft skills

Rationale:

This course provides students with a comprehensive understanding of mannerism and etiquette in various social and professional contexts. It aims to develop students' soft skills, enhancing their ability to navigate diverse social situations with grace and confidence.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
2	0	0	2	50	20	30	100

Legends: CI-ClassRoom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - SemesterEnd Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

2 Credits * 25 Marks = 50 Marks (each credit carries 25 Marks)

SEE 50 Marks will be converted into 25 Marks

CCE 50 Marks will be converted into 25 Marks

It is compulsory to pass in each individual component.

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1.	"How-To" Etiquette Reel: Students shall make a short video tutorial/reel on a specific etiquette rule (e.g., how to introduce oneself in a professional setting) and upload it on GMIU Web Portal.	10
2	Mannerism Meme Creation: Students shall design and upload a meme illustrating good or bad manners humorously to share with the class also upload it on the GMIU Web Portal.	10



3	Cross-Cultural Etiquette Presentation: Students shall research and present etiquette norms from a chosen culture. (i.e. Dress code, body language, social norms). Upload PPT and presentation video on the GMIU web portal.	10
Total		30

Course Content:

Sr. No	Course content	Hrs.	Weightage
1	Introduction to Etiquette and Mannerism: Definitions and importance of mannerism and etiquette, Historical evolution of social norms, Personal grooming and appearance, First impressions and body language, Etiquette in different cultural contexts.	07	25 %
2	Social and Dining Etiquette: Formal and informal dining etiquette, Table settings and utensil usage, Conversation etiquette and small talk, Etiquette for social events and gatherings, Gift-giving customs and practices.	08	25 %
3	Professional Etiquette and Communication: Business meeting protocols, Professional dress codes, Email and phone etiquette, Networking skills and elevator pitch, Conflict resolution and tactful communication.	07	25 %
4	Contemporary Etiquette Challenges: Digital etiquette and social media behavior, Cross-cultural communication in a globalized world, Gender sensitivity in professional settings, Etiquette for virtual meetings and remote work, adapting etiquette to changing social norms.	08	25 %

Suggested Specification table with Marks (Theory):50

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	20%	30%	25%	25%	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from the above table.



Course Outcome:

After learning the course, the students should be able to:	
CO1	Explain the fundamental principles of mannerism and etiquette in various contexts.
CO2	Demonstrate proper dining etiquette and social graces in diverse settings.
CO3	Apply professional etiquette in business communications and networking situations.
CO4	Evaluate and adapt etiquette practices in response to contemporary challenges and cultural differences.

Instructional Method:

The course delivery method will depend upon the requirement of content and needs of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1] "Etiquette: The Blue Book of Social Usage" by Emily Post
- [2] "Business Etiquette For Dummies" by Sue Fox
- [3] "Modern Manners: Tools to Take You to the Top" by Dorothea Johnson and Liv Tyler
- [4] "The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success" by Barbara Pachter
- [5] "Multicultural Manners: Essential Rules of Etiquette for the 21st Century" by Norine Dresser

