



## GREAT MINDS NETWORK

P.O. Box : 64229, Dubai, United Arab Emirates  
Tel : +971 4 3971001 Fax : +971 4 3971004  
visit : [www.greatmindsnetwork.com](http://www.greatmindsnetwork.com)

### C o u r s e F e a t u r e s

## **Business Etiquette and Professionalism Series**

*(2 day Instructor-Led Course)*



### **Course Overview**

This module seeks to introduce the concept of business etiquette and some basic consideration of its practice.

### **Who Should Attend**

This course is designed for candidates who wish to specialize in specific business skills segments.

### **Prerequisites**

This course is designed for the student who has little or no experience.

### **What You Will Receive**

Each student will receive a copy of the course manual for post-class reference and review.

### **Certification Preparation**

This module prepares candidates to sit the Certified Business Professional exam – **C40-509**

### **Follow-up Courses**

- Leadership
- Customer Service Series
- Sales Series
- Business Communications Series



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## Course Outline: Business Etiquette and Professionalism Series

### Introduction to Business Etiquette

- What is Business Etiquette?
- What is the Role of Good Manners in Business?
- What are the ABCs of Etiquette

### Meeting and Greeting Scenarios

- Guidelines for Receptionists
- Making Introductions and Greeting People
- Introducing a client
- Introducing Yourself
- The Protocol of Shaking Hands

### Meeting & Board Room Protocol

- Guidelines for Planning a Meeting
- Guidelines for Attending a Meeting
- For the Chairperson

### Principles of Exceptional Work Behavior

- The Principles of Exceptional Work Behavior

### Entertaining Etiquettes

- Objectives
- Introduction
- Planning a Meal Meeting
- Business Meals Basics
- Basics of Table Etiquette
- Eating the Meal
- Issuing Invitations
- Choosing the Appropriate Gift in the Business Environment

### Telephone Etiquette

- Introduction
- What is Telephone Etiquette?
- Answering the Telephone Courteously
- Handling Rude or Impatient Callers
- Good Telephone Habits for Everyone
- Screening Calls
- Making Calls
- How to End Conversations Gracefully
- Checking Messages and Returning Calls

### Multi-cultural Challenges

- Multi cultural Etiquette
- Did you know?
- Cultural Differences and its effect on Business
- Examples of Cultural Insensitivities

### New Issues in Etiquette

- Netiquette
- Netiquette
- Ethical Issues in Business Etiquette
- Case Study
- Sexual Etiquette in the Workplace
- Why Deal with Sexual Harassment?
- Five steps to prevent sexual harassment
- Dressing for Success
- The Basic Business Wardrobe
- Options for Business Casual
- Activity