

Professional Image: Business Etiquette and Protocol at Work

Based on SAQA's Unit Standard 14359, NQF Level 2, 5 Credits | 4 OPISA CPD Points

Introduction

In today's business environment, it is vitally important to be aware of business protocol, corporate courtesy and good business etiquette, whilst keeping the need to understand and appreciate cultural differences in mind. A lack of awareness of, or appreciation for, social protocols and etiquette can undermine effective working relationships, as it may be construed as rudeness, disrespect or an intolerance of people of different cultures. This interactive and dynamic course introduces candidates to the features of social protocols and etiquette in the workplace, giving them an advantage in every business encounter.

Course Objectives

- Understanding business etiquette, corporate courtesy and protocol
- Interpreting body language in the workplace
- Meeting people in a business setting
- Applying business ethics in the workplace

Course Outline

Corporate courtesy

- Dress code is described in accordance with established and familiar policy
- Reasons why it is important to honour one's own working hours are explained
- The importance of a positive attitude is explained
- Good work practice is described in terms of keeping colleagues informed about work activities such as work in progress, absence from work or workstation and leave
- The reasons why listening skills are important in the workplace are named
- Regulations regarding smoking in the workplace are described
- The criteria included in a Company Code of Good Conduct are understood and applied in a familiar situation

Understanding protocol in the workplace

- Demonstrate an awareness of cultural diversity
- Demonstrate appropriate, respectful and tolerant behaviour
- The proper use of a handshake as a greeting in a business setting is explained
- The reasons why it is important to respect other people's space and why it is inappropriate to touch other people in a business environment are explained
- Examples of positive and negative body language are described in a familiar context
- Behaviour that could be considered as sexual harassment in the workplace is described with

Meeting people in a business setting

- An explanation is given as to why first impressions are important in a business environment
- The procedure for dealing with unexpected guests is explained in terms of established procedures
- Guests are greeted in the reception area according to established and familiar procedures
- People are introduced to each other in a business-like manner
- Different ways of closing an interaction with a customer are demonstrated in a familiar context

Applying business ethics in the workplace

- The concept of ethics is discussed in relation to one's own business environment
- The meaning of ethical business practices is outlined with examples from a familiar context
- Sources of ethical values are explored with examples from a selected business environment
- The concept of ethical values on-the-job is explained with relevant examples
- Personal attitudes and factors that affect ethical values in the workplace are described with examples from a familiar business context
- The concept of ethical diversity is explored at a basic level of understanding using realistic examples from a business context