

Rukmini Devi Institute of Advanced Studies

Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE & Affiliated With GGSIP University)

DOSSIER

On

Guest Lecture

On

**“Cross Cultural Business Etiquettes &
Communication”**

On

August 26, 2014



S. No.	Particulars	Pg.No.
1.	Form- A: Proposal of the organized event	2
2.	Form- B: Part I - Aim of the activity	3
	Part II – Abstract	3-6
	Part III - Conclusion	6

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FORM A

Proposal:

- **Name of the event to be organized:** Guest Lecture on “Cross Cultural Business Etiquettes & Communication”
- **Date:** August 26 , 2014
- **Time:** 11.00am onwards
- **Venue:** Lecture Theater, RDIAS
- **Motivation for the activity:** The aim of this session was to teach the students about the importance of Basic Etiquettes and Effective Communication Skills. Students who are aspiring managers or prospective entrepreneurs must learn etiquettes that will eventually benefit them in future endeavors. The session was one of the best learning opportunities for students of BBA and MBA.
- **Organized by:** Rukmini Devi Institute of Advanced Studies

FORM B

Part 1

Aim of the event:

Business etiquette is an integral part of different countries' and regions' business culture. Etiquette encompasses the prescriptive elements of culture—the things people are expected to do and say, or to avoid doing and saying. As the globalization of industries and marketplaces bring managers ever closer to unique cultures around the world, it is more important for them to understand why business etiquette is important.

Etiquette plays a large role in the business cultures of different countries and geographic regions. An attention to etiquette can help inter-cultural business dealings to be as productive as possible by bringing all parties together under a common understanding.

Part 2

Abstract:

The Guest Lecture on Cross Cultural Business Etiquettes and Communication Skills was an interactive session delivered by Dr. Anita Lal Tripathy. Dr. Lal is Professor at FORE School of Management, New Delhi. Madam's expertise lies in the areas of Business Communication, Leadership & Entrepreneurship. She is a PhD from IIT Kanpur and has about 18 years of work experience in the areas of teaching, training and research.

The session started with the introduction of RDIAS by our student anchors and valuable words by Director General, RDIAS. Dr. Lal who was the speaker for the day opened the forum by conducting an interesting activity in which she asked students to stand up. She divided the students in a pair of two rows and asked them to start jogging by

moving in a circle and greet each other in their mother tongue. She then asked them to sit and relax for 2 minutes. Speaker explained that the purpose behind the activity was that every individual should learn appreciating each other's culture and should accept them with open arms instead of closing their hearts and minds.

She, then, defined communication and explained the importance of Receiver and Feedback in the communication process. Speaker explained that listening plays an important role in communication and again she asked students to perform an another activity in which she asked them to write 'yes' or 'no' on a piece of paper, for the questions asked by her. She asked 15 questions which were for judging the listening skills of the students. Those students who scored above seven correct answers were among the category of average listeners and those who were above ten were among the category of good listeners.

An another activity was conducted by the speaker in which 2 male volunteers were called up on the stage and one of them were asked to act as 'John Smith, an American' who was welcomed by another student acting as a Indian host. Host welcomed the client with a garland. Speaker called another two volunteers from the group who were also asked to perform role paly where students had to shake hands.

Speaker explained the importance of shaking hands in a firm and loose manner. Speaker also explained different styles of handshakes which should be performed with the individuals of different culture.

Speaker also highlighted the importance of effective listening and the ways through which it can improve.



Tips on Business etiquettes:

- Make sure to treat each person you interact with such as a secretary or a janitor, no matter what his or her position in the corporate, with respect and make it a rule to be pleasant to everybody no matter what the situation is.
- Let people know that you appreciate what they do which will boost morale and improve work quality.
- Keep records of people who matter to you and acknowledge if they receive a promotion and wish them on their birthdays.
- When organizing meetings, make sure that all the participants know about the schedule, the objective of the meeting, matter that is to be discussed and the expected duration of the meeting.
- Distribution of minutes and summaries of meetings and thanking each participant after meetings is a basic courtesy.
- Always return calls, if you are unable to answer have a polite message on the answering machine that will be returned at the earliest. Never be rude or impatient with anyone on the phone.
- Never make anyone wait, be it an employee or employer, or a business acquaintance. Never be late for a meeting or for work.
- Dress is also a very important aspect in maintaining good business etiquette. Businessmen have to appear impeccably groomed.
- Women have to dress appropriately and take care that they do not give a wrong impression to their colleagues. Proper care taken can avert a lot of embarrassment.
- Make sure your employees practice good etiquettes to customers and to each other to be able to work in a friction free atmosphere. Smiling courteous service will definitely help improve business and make a customer become regular.

Speaker emphasized on the fact that etiquette encompasses a range of factors. Verbal and non-verbal communication is a large part of etiquette; communication styles, taboo topics and preferred speaking distances vary by culture. Dress and appearance is another important facet of etiquette. Business people are expected to dress professionally, or at least to take cues from those around them as to what is acceptable.

Time sensitivity is another element; some cultures place emphasis on punctuality, and others see punctuality as a sign of eagerness or even hastiness

Part 3

Conclusion:

At the end of the session, speaker concluded that it is very important to practice good manners and etiquettes in order to succeed in your business, be liked by people and maintain good relationships with clients, customers and employees. When you do not practice good etiquette intentionally or unintentionally, you are bound to face lot of obstacles on the path to success. But if a person is generally considerate and attentive to the needs of those who work for him/her by following the basic rules of etiquette, he/she will definitely be successful in any venture. In all, it was a very interactive and enlightening session for the students. The session recharged the energy of students.

Glimpse of the Event



Faculty members are also eager to learn...!!



What a patient audience!!



Dr. Lal addressing the audience!!



The Speaker interacting with the Students!!



Students performing activity enthusiastically...!!



Students performing Role Play...!!