INTEGRATED PROGRAMME IN MANAGEMENT (IPM)
TERM: VII

TITLE OF THE COURSE: CORPORATE ETIQUETTE AND IMAGE MANAGEMENT

CREDITS: - 4

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COURSE DESCRIPTION

Corporate etiquette is a set of written and unwritten codes that are followed in organisational environments for the smooth operation of business transactions.

In today's rapidly changing business environment, corporate etiquette has also had to evolve rapidly to keep pace, and newer and often more complex norms have developed over time. In addition, globalization and digitization of business have added to the myriad rules, codes and norms that any successful manager must be mindful of in his or her workplace.

In today's corporate environment, various situations arise in which managers are expected to adhere to these understood codes. These situations range from first introductions to business dinners to online communication across teams, multicultural teams and interactions with international clients. A primary grasp on the requirements of each of these occasions becomes mandatory for managers.

A successful manager and leader must not only be able to manage their own image, but also have the wherewithal to understand and manage their company's image as an organization, an employer and a brand. In today's 'always on' world, a single video, ad film, or even a tweet can severely impact corporate reputation and imagery. This makes it even more imperative for managers of all levels to have a basic understanding of managing corporate reputations as well as their own image.

This course has been designed in accordance with these requirements. This is a skills-based course in which participants will learn different attributes of corporate etiquette such as that are essential in today's business environment. In the latter half of the course, the focus will be on understanding, decoding and managing corporate imagery.

COURSE OBJECTIVES

Participants will understand and learn codes of personal etiquette, its importance and the codes for:

- Business appropriate grooming and dressing

- Ensuring great first impressions – online as well as in person

- The etiquette for a job interview

- The various rules of office communication and behaviour, including telephonic and email manners and maneuvering around office politics

- To conduct themselves both as guests and hosts at a business dinner and other corporate social events

- The importance of cultural, social and gender sensitive behaviour for in an office environment

- Culturally appropriate behaviours and international etiquette norms

Participants will also learn the fundamentals of corporate image management:

- Understanding the components of a corporation's image

- Fragility as well as importance of corporate image in a fast moving business landscape

- Fundamentals of managing corporate image. How to evolve, promote, and protect the corporate image and reputation

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