

COURSE DESCRIPTION CARD

Bialystok University of Technology Faculty of Engineering Management									
Field of study	Management							Degree level and programme type	first degree/ second degree
Specialisation/ diploma path	-							Study profile	-
Course name	Savoir-vivre in business							Course code	IS-FM-00103W
								Course type	elective
Forms and number of hours of educational activities	L	C	LC	P	SW	FW	S	Semester	winter
		30						No. of ECTS credits	5
Entry requirements	—								
Course objectives	<p>Knowledge: The aim of module is to familiarize students with the principles of savoir vivre in business in order to create and maintain human relationships in everyday business dealings taking into account cultural differences.</p> <p>Skills: Students will obtain practical knowledge and skills to apply the principles of politeness and courtesy in international business relations especially business correspondence and communication, precedence rules, preparing business parties, appropriate behaviour and business dress code in different business situations.</p> <p>Social competence: Student will develop cooperation skills with foreign business partners and respect for different customs and traditions.</p>								
Course content	<p>Savoir vivre in business – what is it and how to use it. The principles of communicating in business - the first impression in professional relations, welcomes, people presenting and titles, giving and preparing business cards, body language, intonation, active listening, phone calls, the etiquette in electronic communication. Business precedence - the concept of precedence, precedence at work, precedence in corporation, precedence during multilateral conferences and meetings. Correspondence - the basic principles, the letter (formal, business and private), salutations, sending letters and e-mails. Business parties and meetings – organising parties, types of parties, invitations, table types, the place of honour at the table, seating. At the table - setting, cutlery, rules of behaviour at the table, service, order and selection of dishes, selection of wines, wine basics, selection of wines to the type of menu items, ways to eat different types of dishes. The business dress code – matching appropriate dress to the occasion, shaping the sense of aesthetics and good taste. Business etiquette in different countries of the world</p>								
Teaching methods	case studies, individual and group exercises, brainstorming, moderated discussion								
Assessment method	evaluation of individual and team tasks and student's activity during classes, final test								
Symbol of learning outcome	Learning outcomes							Reference to the learning outcomes for the field of study	
	Knowledge: the graduate knows and understands							-	
LO1	the terms and rules of business savoir-vivre and explains its objectives in international business relations							-	
	Skills: the graduate is able to							-	
LO2	apply appropriate savoir-vivre rules in different business situations							-	

L03	distinguish the differences in business etiquette in chosen countries	-
	Social competence: the graduate is ready to	-
L04	cooperate in a team in international business community	-
Symbol of learning outcome	Methods of assessing the learning outcomes	Type of tuition during which the outcome is assessed
L01	Evaluation of individual and team tasks and student's activity during classes, final test	C
L02	Evaluation of individual and team tasks and student's activity during classes, final test	C
L03	Evaluation of individual and team tasks and student's activity during classes, final test	C
L04	Evaluation of team tasks	C
Student workload (in hours)		No. of hours
Calculation	participation in classes	30
	preparation for classes	25
	work on homework's	25
	individual work on case studies	25
	team work on preparing a case studies	15
	consultations attendance	5
	TOTAL:	125
Quantitative indicators		HOURS
Student workload – activities that require direct teacher participation		35
Student workload – practical activities		125
Basic references	<ol style="list-style-type: none"> 1. Martin J.S., Chaney L.H., Global business etiquette, A guide to business communication and customs, ABC Clio, Greenwood 2012. 2. Pachter B., Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success, McGraw-Hill Education, 2014. 3. Steers R.M., Nardon L., Sánchez-Runde C., Management Across Cultures, Cambridge University Press, Cambridge, 2016. 4. Randlesome C., Business cultures in Europe, 2nd ed. Oxford : Butterworth-Heinemann, 1993. 	
Supplementary references	<ol style="list-style-type: none"> 1. Bloomsbury Business Library - Email Etiquette. 2. Margulis A. R., How to Rise to the Top...and Stay There!: A Leadership Manual, Springer, New York, 2011. 3. Dunn, Dickel C., Formal forms or verbal strategies? Politeness theory and Japanese business etiquette training, Journal of Pragmatics, 2011, vol.43(15), pp.3643-3654. 3. du Pont M.K., Business etiquette and professionalism, Axco Press, 1993. 5. Mac Pherson Ch., Pocket butler, Turnaround Publisher Services, London, 2014. 6. Tomalin B., The world's business cultures and how to unlock them, Thorogood Publishing, London, 2007. 7. Vollmer S., Business Etiquette in China Journal of Accountancy, 2012, vol.214(6). 	
Organisational unit conducting the course	International Department of Logistics and Service Engineering	Date of issuing the programme
Author of the programme	Aleksandra Gulc, PhD	20.02.2022

L – lecture, C – classes, LC – laboratory classes, P – project, SW – specialization workshop, FW - field work, S – seminar