

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	International Protocol and Etiquette
Name of the subject in English:	International Protocol and Etiquette
Credit value of the subject:	4
The code of the subject in the electronic study system:	BN-INPROE-04-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

This interactive course helps students learn the vocabulary, skills and techniques necessary for a correct and fluent communication in the field of international protocol and etiquette.

The key skills students will develop during the course are critical for a well-prepared communicator in today's business environment.

The purpose of the course is to give students confidence and professional knowledge needed in the international business arena in the 21st century.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course starts with introduction and setting course objectives. The topics discussed during the term cover basic issues of international protocol and etiquette:

- soft skills, emotional intelligence,
- entertaining business partners to build long lasting and profitable business relations
- the routines of successful business communication in the office and in special events like business dinners or cocktail-parties.
- leaving a lasting good impression, making an impressive entrance and introduction, exchanging visit cards and remembering names,
- the rules of entertaining, host and guest duties, the importance of seating etiquette,
- the rules of dining in international environment.
- e-mail, mobile phone etiquette, and further issues like classroom, office and public transport manners,
- writing and delivering a well-constructed toast for a guest of honour at a festive event like a special company event, dinner party, celebration of an anniversary etc.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

During the term, students perform different communication tasks alone, in pairs or in groups. Tasks involve reading and analysing texts about social events, business entertainment venues and occasions, writing essays, performing short presentations. They consult and discuss about different topics of etiquette, make mind-maps, do crossword puzzles, do gap-fill and D.I.E. (Description, Interpretation, Evaluation) exercises to be able to express their opinions in an organized fashion. Students watch videos, listen to different speeches, toasts, write toasts and act them out, and other different activities help them get familiar with and understand the language, the agenda and the essence of protocol and etiquette.

EVALUATION OF THE SUBJECT:

During the term it is important to follow-up the regular development of students' knowledge and performance. The evaluation is a continuous process, comparing students' attitudes,

approach, working discipline and necessary skills (e.g. communication skills, critical thinking) based on previous assessment. Students can also evaluate their own performance based on feed-back given by the instructor in the course of the lessons during the term. Regular feedback is a crucial part of evaluating the work done by the students as it helps them prepare for the final test (written exam). Students communicate with the instructor during the term and through clever self-assessment they understand their step-by-step improvement and developing skills needed to fulfil course requirements.

After the term students sit an exam, the test is evaluated based on the following percentages:

0-59%	-	1(fail)
60-69%	-	2(pass)
70-79%	-	3(satisfactory)
80-89%	-	4(good)
90%	-	5(excellent)

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Lancut Leibovitz, Tami: *International business language : Image, communication, manners, protocol*. Contento de Semrik, Tami Lancut Leibovitz, 2014
- Thomas, David Clinton: *Cross-cultural management : essential concepts*. SAGE Publications, Inc., 2018
-