

Title of the Course		BUSINESS ETIQUETTE	
Amount in credit points/ECTS)	2/3	Volume (in hours)	80
Prior knowledge	-		
Science Sector	Humanities and art sciences		
Science Subsector	Other humanities and art sciences		
Summary of academic hours		Amount (academic hours)	
Distance learning		40	
Contact hours / video lessons		8	
Exercises, self – assessment questions and tests		14	
Individual work/ discussions in distance		16	
Exams/tests		2	
1 st level professional study programme	Office Management		
Author(s) of the course	Mg.sc.soc. Lolita Kostjukova		
Lecturer(s) of the course	Mg.sc.soc. Lolita Kostjukova		
Goal of the course:	Develop students’ theoretical knowledge about business etiquette asnd its meaning in communication, as well as develop practical skills of intercation with business partners.		
Requirements for obtaining credit points (structure of course evaluation):	<u>The final evaluation is calculated:</u> Moodle discussion/tasks – 50% Exam – 50% <i>For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.</i> <i>Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities</i>		
Study Results			
1. Knowledge: 1.1. A student defines the essence of business etiquette in communication with business partners; 1.2. A student describes verbal and non-verbal communication; 1.3. A student explains the basic principles of telephone English; 1.4. A student names the basic principles of business etiquette; 1.5. A student explains the basic principles of business meetings and their organisation; 1.6. A student describes business clothing style; 1.7. A student characterizes international business etiquette and different cultures.			
2. Skills: 2.1. A student makes introduction of oneself according to the norms; differentiates the peculiarities of non-verbal language; 2.2. A student prepares business correspondence and uses telephone communication appropriately, organizes business meetings, encounters the aspects of business image in clothing; encounters cultural differences in business etiquette.			
3. Competences: 3.1. A student integrates knowledge and skills in the personal and professional development, develops effective communication with the colleagues of other cultures, gaining self-confidence and professional development and strengthening organisational competitiveness.			
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Content of the Course

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self- assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E-studies	Exam
1.	Notion of etiquette, its types and meaning in society, international courtesy norms.	8	5	1	2	2
2.	Non-verbal communication and etiquette.		5	1	2	
3.	Verbal communication and etiquette. Introduction and greeting..		5	2	2	
4.	Business telephone communication.		5	2	2	
5.	Basic principles of business correspondence.		5	2	2	
6.	Organisation of business meetings. Reception.		5	2	2	
7.	Attributes of business etiquette.		5	2	2	
8.	Clothing and external image in business etiquette.		5	2	2	
TOTAL:		8	40	14	16	2
80						

Mastering the course and successfully passing examination, student is capable of (*knowledge, skills and competencies*)

Study Results:	Evaluation Criteria		
	(40-69%)	(70-89%)	(90-100%)
Knowledge	<ul style="list-style-type: none"> Defines basic notions of business etiquette; Names the types of etiquette. 	<ul style="list-style-type: none"> Understands the meaning of business etiquette in society; Names verbal and non-verbal communication 	<ul style="list-style-type: none"> Understands basic principles of business clothing; Understands peculiarities of other culture's business etiquette.

		types; • Understands business telephone communication; • Understands basic principles of business correspondence.	
Skills	• Justifies the necessity of business etiquette in an organisation and cross-cultural communication; • Compares different types of business etiquette.	• Uses the gained knowledge in the situations of cross-cultural business interactions; • Develops the skill to act in line with professional ethics; • Encounters business etiquette in the organisational and cross-cultural interaction	• Discusses the meaning of business etiquette for strengthening competitiveness
Competences	• Uses different types of business communication to reach set goals	• Develops effective communication competence with other colleagues and clients, as well as representing the organisation in cooperation with other organisations or society	• Organizes business meetings in an organisation; • Enforces self-confidence in business environment

Acknowledgement of the obtained study results

Study Results	1.1. – 1.7.	2.1.	3.1.
Evaluation Method			
Moodle discussions/tasks	X	X	X
Exam	X	X	X

Core Literature

1.	Fosters, D. (2005) Lietišķā etiķete Eiropā. Rīga: Zvaigzne ABC. ISBN: 9789984369082
2.	Kincāns, V. (2003) Etiķete. Rīga: Biznesa partneri. ISBN: 9984961028

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3.	Ķestere, I. (2010) Lietišķā etiķete. Eiropas pieredze. Rīga: Zvaigzne ABC. ISBN: 9789934015373
4.	Latviešu valodas pareizrakstības vārdnīca (2015) Rīga: Eraksti. Pieejams: Latvijas Nacionālās bibliotēkas lasītavās atsevišķos datoros un www.eraksti.lv > fetchbook
5.	Odiņa, A. (2011) Lietišķās un oficiālās uzvedības grāmata. Rīga: Apgāds Zelta grauds. ISBN: 9984994581
6.	Odiņa, A. (2009) Lietišķā etiķete un protokols. Rīga. Zelta grauds. ISBN: 9789984994529
7.	Odiņa, A. (2011) Lietišķās un oficiālās uzvedības grāmata. Rīga: Apgāds Zelta grauds. ISBN: 9984994581
8.	Strautmane, A. (2009) Etiķete un protokols. Rīga: Jumava. ISBN: 9984387185
9.	Strautmane, A. (2007) Rokasgrāmata lietiskajā etiķetē. Rīga: Jumava. ISBN: 9789984382760
10.	Vanderbilta, E. (2012) Lielā etiķetes grāmata. Rīga: Jumava. ISBN: 9789934112195

Additional Literature

1.	Janitēna, Z. (2017). Ievads dokumentu pārvaldībā. Rīga: Lietišķās informācijas dienests. ISBN: 9789984896014
2.	Kalve, I. (2013) Dokumentu pārvaldība no A līdz Z. Rīga: SIA Biznesa augstskola Turība. ISBN: 9789984828800
3.	Kramiņš E., (2016) Retorikas rokasgrāmata. Rīga: Turība. ISBN: 9789934543043
4.	Pīzi A., B. (2014) Ķermeņa valoda: kā atminēt sarunbiedra domas pēc viņa stājas un kustībām. Rīga: J.V.L.. ISBN: 9789934115707
5.	Rosa, Dž. (2008) Spoža darba intervija. Rīga: Zvaigzne ABC. ISBN: 9789984404943
6.	Skujiņa, V. (2014) Latviešu valoda lietiskajos rakstos. Rīga: Zvaigzne ABC. ISBN: ISBN: 978-9934-0-4210-2
7.	Mouls, Dž. (2003) Biznesa kultūra un etiķete Eiropas valstīs. Rīga: Jāņa Rozes apgāds. ISBN: 9789984230641
8.	Arntzen, M.G.(2015) Dress Code: The Naked Truth About Fashion. Reaktion Books. ISBN: 9781780234397
9.	Smita, Dž. R.R. (2009) Vienmēr perfekts: moderna vīrieša elegances un šarma noslēpumi. Rīga: Zvaigzne ABC. ISBN: 9789934007941
10.	Valsts valodas centrs. Interneta vietne: http://vvc.gov.lv

Recommended Periodicals

1.	Jansons, E., Bērziņa, L. (26.04.2016.) Skaitļa vārdu pareizrakstība latviešu valodā. Latvijas radio 1 [Audio] Pieejams: http://lr1.lsm.lv/lv/raksts/ka-labak-dziivot/skaitla-vardu-pareizrakstiba-latviesu-valoda.a67352/
2.	Laikraksts "Dienas Bizness"
3.	Lapiņa, K., Bērziņa, L. (09.03.2017.) Lietišķā etiķete oficiālajās pieņemšanās un ikdienā. Latvijas radio 1 [Audio] Pieejams: http://lr1.lsm.lv/lv/raksts/ka-labak-dziivot/lietiska-etikete-ikdienu-un-oficialas-pienemsanas.a82923/
4.	Latviešu valodas aģentūras. Valoda un konsultācijas. Pieejams: https://www.valodaskonsultacijas.lv
5.	Letonika.lv ceļvedis Latvijas kultūrā, vēsturē, valodā, dabā un literatūrā. Pieejams: https://www.letonika.lv
6.	Valsts valoda. Normatīvie akti. Pieejams: http://www.vvk.lv/?sadala=4