



SUBJECT SYLLABUS

ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Corporate Etiquette & International Protocol
(ECYPI)
PROGRAM: Service Institutions Administration
Level of Study: Undergraduate Program

GENERAL ACADEMIC INFORMATION	
LATEST UPDATE	2015-3
VALID FOR	Valid
ACADEMIC AREA	Quality & Service
CYCLE	Basic
SEMESTER	
SUBJECT TYPE	Elective
CREDIT POINTS	2
CLASSROOM HOURS PER WEEK	2
PRE-REQUISITES	None
LANGUAGE	Spanish
TEACHER'S NAME	Catalina Londoño
COURSE DETAILS	
COMPETENCES DEVELOPED	<ol style="list-style-type: none">1. Students will develop skills such as greetings, introductions, use of precedence, successful comments in every situation, to achieve the necessary tools to maximize their personal and professional image skills.2. They will turn those issues into tools for their future labor performance.3. They will discover themselves inside and outside, and will implement the changes that each one defined after the learning experience of this semester.4. They will have the ability to analyze and solve major concerns that arise daily about behaviors that require social and professional etiquette and protocol, understanding the public and social dimension that it entails.5. They will successfully master every situation that arises and will also become solvers for other people.6. They will be able to organize any social or labor meeting with all the points covered to make it a success.7. They will definitively be able to be more self-confident beings.
COURSE CONTENTS	<ol style="list-style-type: none">1. Greetings and introductions. Social and labor behaviour, based on respect for others and for the individual, supported by theory of several authors who are studied throughout the semester.2. Netiquette and phonetiquette theory. Proper use according to phoning etiquette and networking for executives in the business world.3. Effective and efficient public speaking, using the tools of the protocol.4. Successfully attend a job interview; "tips" that protocol provides us with.5. Theory and updating of table etiquette. Worktables in the office, business lunches or dinners in restaurants, lunches at home.6. How to be a good host and a good guest. Use of precedence for meetings and ceremonies.7. How to attend different types of social and corporate events; defining behavior according to age and position. Weddings, anniversaries, luncheons, funerals, etc.8. Interpersonal relationships from the different levels (higher, lower or identical), framed within etiquette and the universal protocol.
METHODOLOGY	Lecture & workshop
ASSESSMENT	Two mid-term exams. Etiquette luncheon. Final exam
LINKS:	

WEEKLY PLAN	Provided by request
DETAILED CONTENT	Provided by request