



# Bachelor of Engineering in Information Technology

## ITM301 Professional Practices in IT

### Unit II: Introduction to Ethics Driglam Namzha

Mr. Yeshi Jamtsho  
Lecturer

## Overview

- Definition and origin
- Core principles
- Social and professional conduct
- Public and civic etiquette
- Ceremonial protocol
- Driglam in IT workplace
- Challenges and modern Relevance
- Comparison

## Definition and Origin

- Official Bhutanese code of etiquette and conduct
- Introduced in the 17th century under Zhabdrung Ngawang Namgyel
- Promotes harmony, discipline, and national identity

## Core principles

- Respect for hierarchy (seniority, titles)
- Courtesy and humility in all interactions
- Discipline in behavior and appearance
- Harmony – maintaining peace and avoiding conflict

## Dresscode

- National dress: Gho (men) & Kira (women) in formal settings
- Proper wearing etiquette: folding, kabney/rachu usage
- When required: offices, meetings, official visits, ceremonies
- Symbolism: professionalism, unity, and national pride

## Social and Professional Conduct

- Greetings: bow slightly, use polite words
- Speaking: calm tone, respectful language
- Meetings: allow seniors to speak first
- Address elders/superiors by title

## Public and Civic Etiquette

- Greetings: bow slightly, use polite words
- Speaking: calm tone, respectful language
- Meetings: allow seniors to speak first
- Address elders/superiors by title

## Ceremonial Protocol

- Seating arrangements by rank or seniority
- Gift exchange: use both hands, polite words
- Religious/state events: follow prescribed order, observe silence

## Driglam Namzha in the IT workplace

- Respectful tone in emails & chats
- Recognizing expertise & roles
- Calm, respectful conflict resolution
- Team culture: harmony over ego

## Linking to Professional Ethics

- Good etiquette builds trust and credibility
- Cultural sensitivity enhances teamwork
- Digital etiquette (netiquette): politeness in virtual settings

## Challenges & Modern Relevance

- Balancing tradition with global norms
- Avoiding excessive formality
- Adapting etiquette for remote and international work

# Comparison: Driglam Namzha vs Global IT Professional Etiquette

Aspect	Driglam Namzha (Bhutanese Code)	Global IT Professional Etiquette
Cultural Basis	Rooted in Bhutanese history, Buddhist values, and monarchy traditions	Rooted in workplace professionalism, corporate governance, and cultural diversity
Dress Code	Gho (men) and Kira (women) with proper kabney/rachu for formal occasions	Business formal or business casual depending on company policy
Greetings	Bow slightly, use polite honorifics, respect hierarchy	Firm handshake or verbal greeting, sometimes casual 'hello'
Hierarchy & Authority	Strong emphasis on respecting seniority and official ranks	Hierarchy respected, but many companies encourage open communication
Meeting Etiquette	Seniors speak first, attentive listening, formal language	Open discussions encouraged, contributions from all members valued
Conflict Resolution	Avoid direct confrontation, resolve privately, maintain harmony	Direct but respectful feedback, often through structured meetings
Public Conduct	Orderliness, queuing, no loud disturbances, respect for public spaces	Respect for shared spaces, professional behavior in public
Gift & Ceremony Protocol	Gifts given/received with both hands, seating by rank	Corporate gifting follows policy; seating based on function, not always rank
Communication Style	Polite, indirect if sensitive, avoids embarrassment	Direct and concise, but still respectful
Digital Etiquette	Respectful tone in emails/messages, mindful of rank in addressing	Clear and concise communication, timely replies, professional tone

## Discussion Questions

- How can Driglam Namzha improve client relations in IT?
- When should flexibility apply to etiquette?
- How to apply values in online communication?

## Summary

- Preserves national identity and professionalism
- Etiquette is an ethical responsibility in IT
- Professionalism = Tradition + Adaptability

# Thank you