

Corporate Etiquettes

Etiquette for Foreign Business Trip
Understanding Global Business Manners and
Professional Conduct

**Sem-4 Professional Grooming & Personality
Development (303193252)**

Learning Objectives

By the end of this session, students will be able to:

- Identify key etiquette for travel.
- Understand cultural norms.
- Demonstrate polite communication.
- Manage professionalism abroad.

Topics to be Covered

1. Introduction
2. Pre-Trip Preparation
3. Dressing Etiquette
4. Business Meeting Etiquette
5. Common Mistakes
6. Activity
7. Learning Outcome
8. Conclusion

Introduction

- In today's global business world, professionals often travel abroad for meetings, negotiations, and collaborations.
- Success in international business depends not only on skills but also on understanding cultural differences and etiquette.
- Proper global business manners promote respect, trust, and strong professional relationships.

Introduction

- Knowing local customs, communication styles, and behavior expectations helps avoid misunderstandings.
- Practicing appropriate etiquette during foreign business trips reflects professionalism and adaptability.
- Understanding global conduct enhances your reputation and creates opportunities for global growth.

Importance of Business Travel

Etiquette

- Reflects company reputation and personal professionalism.
- Helps avoid cultural misunderstandings.
- Builds trust and strengthens international partnerships.
- Ensures smoother negotiations and collaborations.

Pre-Trip Preparation

- Research destination country's culture, customs, and traditions.
- Learn basic greetings and polite expressions in the local language.
- Understand time zones, local business hours, and holidays.
- Pack appropriate business attire following local norms.
- Keep all travel documents organized (passport, visa, business cards, itinerary).

Professional Conduct Abroad

- Be punctual and respectful of others' time.
- Use polite and formal communication.
- Respect local hierarchy and authority.
- Avoid controversial topics (politics, religion, etc.).
- Show genuine interest in the host country's culture.

Dressing Etiquette

- Dress professionally
- Avoid flashy attire
- Maintain grooming
- Use neutral colors.

Business Meeting Etiquette

- Learn appropriate greetings (handshake, bow, nod, etc.).
- Exchange business cards respectfully — receive with both hands when required.
- Use professional titles and surnames unless invited otherwise.
- Be attentive to seating arrangements and order of introduction.

Communication Etiquette

- Speak clearly and avoid slang or idioms.
- Use a polite tone; maintain eye contact as culturally appropriate.
- Listen attentively and show patience.
- Respect differences in communication style — some cultures are direct, others more indirect.

Dining Etiquette

- Familiarize yourself with local dining customs and table manners.
- Wait for the host to start or indicate where to sit.
- Avoid discussing business unless the host initiates it.
- Express gratitude after the meal and follow up with a thank-you message.

Gift-Giving Etiquette

- Understand if gift-giving is customary in the host country.
- Choose culturally appropriate, modest gifts.
- Avoid gifts that may be considered offensive or too expensive.
- Present gifts respectfully and with gratitude.

Japan

- JP Bow to greet
- JP Exchange cards with both hands
- JP Silence is valued
- JP Avoid strong eye contact.

India

- IN Greet with Namaste
- IN Be punctual
- IN Dress conservatively
- IN Avoid sensitive topics.

China

- CN Use titles
- CN Avoid gifting clocks
- CN Be patient in talks
- CN Meals are hierarchical.

South Korea

- KR Respect seniority
- KR Offer items with both hands
- KR Avoid contact
- KR Toasting common.

USA

- us Firm handshake
- us Eye contact
- us Be direct
- us Be punctual.

UAE

- AE Greet with right hand
- AE Dress modestly
- AE Avoid PDA
- AE Alcohol only if accepted.

Common Mistakes

- Ignoring customs
- Using gestures wrongly
- Assuming same etiquette
- Being insensitive.

Engagement Strategies

- Role-play meeting abroad
- Discussion on culture
- Video analysis
- Quiz & feedback.

Reflection

- How does global etiquette improve your career?

Activity Overview:

Students will **watch a short video** depicting a business interaction during a foreign trip — such as a meeting, a business dinner, or a greeting scenario — and then **analyze the behavior, communication, and etiquette** shown in the clip.

Suggested Video Types:

(Choose one or more from YouTube or corporate training platforms)

- **“Cross-Cultural Business Etiquette”** – showing different greeting styles and meeting manners.
- **“Business Dining Etiquette Around the World.”**
- **“Cultural Differences in International Business Meetings.”**
- **“Global Etiquette Mistakes to Avoid.”**

Instructions for Students:

1. Watch the assigned video carefully.
2. Note examples of **positive etiquette** (what was done correctly) and **negative etiquette** (what could be improved).
3. Observe key aspects such as:
 - Greeting style and introductions
 - Dress code and appearance

- Body language and gestures
- Communication tone and language
- Meeting or dining behavior
- Cultural misunderstandings, if any

Discussion Questions:

After the video, conduct a class discussion guided by these questions:

- What cultural differences did you observe in the video?
- How did the professionals show respect toward each other?
- Were there any behaviors that seemed inappropriate or disrespectful?
- How could the individuals have improved their professional conduct?
- What lessons can we apply when traveling abroad for business?

Common Cross-Cultural Challenges

- Misinterpretation of gestures or expressions.
- Differing concepts of time and punctuality.
- Communication barriers and language misunderstandings.
- Differences in decision-making styles.

Tips for Success

- Observe before acting.
- Show humility and respect.
- Adapt quickly to cultural cues.
- Be patient, flexible, and open-minded.
- Represent your organization positively at all times.

References

- Kiss, Bow, or Shake Hands – Morrison
- Global Business Handbook – Oxford
- HBR – Cross-Cultural Management
- MindTools.com

Video Links

- https://youtu.be/iOWhjSr_jwQ?si=mj4ItfO7KluZXd-C
- <https://youtu.be/qWbWL0l3ySk?si=o6yURMokqLW00Dtm>
- https://youtu.be/aj-dNrWjVZU?si=FZmP3D8F_PXo9c59
- <https://youtu.be/Ty76zN3VIKM?si=0NfEYl61N64UG-Rm>
- <https://youtu.be/Ty76zN3VIKM?si=h9o3DoNTCyW00SjB>

Conclusion

- Business travel etiquette reflects global professionalism.
- Understanding and respecting cultural norms leads to stronger business relationships.
- Being prepared, respectful, and adaptable ensures success in international engagements.

Learning Outcomes

After this session, learners will be able to:

- Show proper manners internationally.
- Avoid cultural misunderstandings.
- Conduct respectful meetings.
- Represent organization globally.

Thank You