

# **Corporate Etiquettes**

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

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

# Learning Objectives

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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

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

# Introduction

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- 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

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- 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

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- 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

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- 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

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

# Business Meeting Etiquette

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- 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

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- 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

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- 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

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- 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

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

# India

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

# China

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



# South Korea

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

# USA

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

# UAE

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

# Common Mistakes

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

# Engagement Strategies

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

# Reflection

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- 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.”**



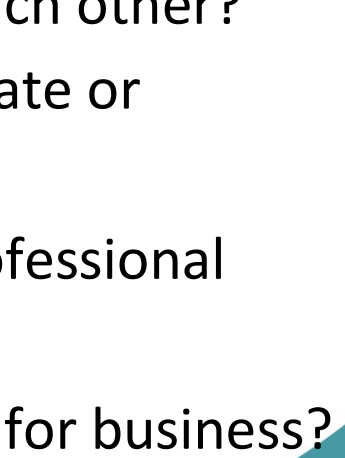
# Instructions for Students:

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?
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# 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.
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# Tips for Success

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- 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.
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# References

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

## Video Links

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- [https://youtu.be/iOWhjSr\\_jwQ?si=mj4ItfO7KluZXd-C](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/aj-dNrWjVZU?si=FZmP3D8F_PXo9c59)
- <https://youtu.be/Ty76zN3VIKM?si=0NfEYl61N64UG-Rm>
- <https://youtu.be/Ty76zN3VIKM?si=h9o3DoNTCyW0OSjB>

# Conclusion

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- 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

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After this session, learners will be able to:

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

Thank You