

Prepared by: D. Layne
Reviewed by: K. Bandy
Reviewed by: A. Bledsoe
Date reviewed: October 11, 2018
C & GE approved: October 26, 2018
Board approved: November 14, 2018
Semester effective: Fall 2019

Management (MGMT) 1565 Professionalism and Etiquette (.5 Unit) CSU

Advisory: Eligibility for English 1000 and Reading 1005 strongly recommended

Total Hours: 8 hours lecture. 16 Outside of class hours. (24 Total Student Learning Hours)

Catalog Description: This course is designed to introduce to students strategies for establishing and maintaining a professional image in the workplace. The course presents typical workplace etiquette protocols, communication standards, and cultural awareness strategies to successfully navigate through these common challenges. The focus is on integrating internal attitudes with external behaviors so that these become personal attributes found in the professional.

Type of Class/Course: Degree Credit

Text: Kay duPont, M. *Business Etiquette and Professionalism: Your Guide to Career and Success*. 3rd ed., Logical Operations, 2014.

Course Objectives:

By the end of the course, a student will be able to:

1. summarize the elements of professionalism in the workplace,
2. list the characteristics of a professional in any career,
3. summarize the principles of proper courtesy as they are practiced in the workplace,
4. describe ways to apply proper courtesy in different professional situations,
5. identify and describe the qualities of a desirable employee from an employer's perspective,
6. describe common forms of workplace communication used in a variety of situations,
7. show how improper communication and poor listening impact the work environment,
8. evaluate types of communication technology in the workplace,
9. explain the importance of cultural diversity in the workplace, and
10. apply concepts of professionalism to successfully resolve a case study.

1. Course Scope and Content:

Unit I Introduction to Professionalism

A. Examine Professionalism

1. Use general concepts to define professionalism
2. Apply concepts in various workplace situations

- Unit II Professionalism
- A. Build a working definition of professionalism in today's workplace
 - 1. Identify the characteristics found in professionalism
 - 2. List the traits typically found in successful professionals

 - B. Exhibiting Professionalism
 - 1. Explore attitudes found in successful professionals
 - 2. Identify important qualities about successful professionals
 - 3. List professional behaviors in many sectors of the workplace

 - C. Blue-collar Professionalism
 - 1. Identify the attributes of blue-collar professionals
 - 2. Explore the typical characteristics found in blue-collar professionals
 - 3. Identify the common behaviors of successful blue-collar professionals
 - 4. Explore the 7 myths about blue-collar workers

 - D. Meeting Etiquette
 - 1. Learn to plan meetings
 - 2. Develop a meeting that incorporates meal etiquette
 - 3. Create invitations and responses to formal meetings

 - E. Multicultural Etiquette
 - 1. Develop a working definition of diversity
 - 2. Identify specific behaviors that should be addressed in the multicultural workplace

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 2 hours per week outside regular class time doing the following:

- 1. Studying module notes
- 2. Answering questions
- 3. Completing required readings
- 4. Performing problem solving activities or exercises
- 5. Doing written work
- 6. Participating in group projects
- 7. Research

Methods of Instruction:

- 1. Modularized content and examples
- 2. Demonstrations of sample problems
- 3. Assigned problems from the text
- 4. Multimedia presentations
- 5. Group discussions and explorations
- 6. Case studies and scenarios
- 7. Surveys

Methods of Evaluation:

1. Writing assignments

- a. written homework from chapters
- b. group reports
- c. topic paper written under American Psychological Association (APA) style guide
- d. chapter critical analysis reflections
- e. case studies
- f. scenarios
- g. simulations
- h. surveys

2. Problem-solving demonstrations

- a. exams
- b. homework problems
- c. case study recommendations and solutions
- d. critical reflections from scenarios and case studies

3. Other summative examinations using combinations

- a. multiple choice questions
- b. matching items
- c. true/false questions
- d. short answer questions
- e. fill-in-the-blank responses

4. Participation

- a. role-playing and group activities
- b. oral presentations and demonstrations
- c. discussion responses
- d. scenario reflections

5. Projects

- a. multimedia presentations
- b. business scenario responses
- c. action plans
- d. formal written reports
- e. portfolios
- f. community service projects
- g. building new case studies

Supplemental Data:

TOP Code:	050500: Business Administration
SAM Priority Code:	C: Clearly Occupational

Distance Education:	Online; Offline
Funding Agency:	Y: Not Applicable(funds not used)
Program Status:	I: Program Applicable
Noncredit Category:	Y: Not Applicable, Credit Course
Special Class Status:	N: Course is not a special class
Basic Skills Status:	N: Course is not a basic skills course
Prior to College Level:	Y: Not applicable
Cooperative Work Experience:	N: Is not part of a cooperative work experience education program
Eligible for Credit by Exam:	E: Credit By Exam
Eligible for Pass/No Pass:	C: Pass/No Pass
Taft College General Education:	NONE