



## Business Etiquette Certified (BEC)<sup>™</sup>

### Course of Study

#### Introduction

Success in any business relies on relationships. Relationships in the corporate world are different than relationships you have with friends and family. Understanding business etiquette is important, especially when it comes to first impressions. Etiquette is generally described as 'conventional rules of polite behavior.' Business etiquette takes this further by understanding self-presentation, communication, and interactions between co-workers.

If you've never worked for a large or complex organization, adjusting to the corporate world can be a shock to the system. This certification program will help prepare you for basics of business etiquette. From learning how to introduce yourself, to minimizing nervousness, the **Business Etiquette Certified (BEC) certification** program will have you working at your full potential.

The goal of the Management and Strategy Institute is to teach you the key competencies required to understand business etiquette. As you go through the training material you will learn the competencies listed below. The material is self-paced and you may move at whatever speed is comfortable for you. You have access for a full year.

The BEC exam is a timed, online exam with 25 questions. It has a required passing score of 70%. You have 1-hour to complete the exam.

#### Competencies

This course of study covers the following competencies:

##### Understanding Etiquette

- The student will learn the basics of etiquette.
  - Learning Outcome: Understand basic etiquette and define it.

## **The Importance of Business Etiquette**

- Etiquette can help businesses improve.
  - Learning Outcome: Understand how etiquette can help businesses improve.

## **Making a Great First Impression**

- Networking for Success . If you want to make a good impression, know that you need to project 3 C's.
  - Learning Outcome: Understand Confidence, Competence, Credibility.

## **Minimizing Nervousness**

- Meeting people can be anxiety-provoking. The need to impress another person can be a lot of pressure.
  - Learning Outcome: Understand techniques to minimize nervousness.

## **Using Business Cards Effectively**

- Networking is not complete without receiving or giving a business card.
  - Learning Outcome: Understand business cards, when to use them and why.

## **Remembering Names**

- Remembering names may be difficult for some people, but it's not impossible.
  - Learning Outcome: Understand techniques for remembering names.

## **The Four Levels of Conversation**

- The real art of conversation is not only to say the right thing at the right time, but to leave unsaid the wrong thing at a tempting moment.
  - Learning Outcome: Understand Small Talk, Fact Disclosure, Viewpoints and Opinions, Personal Feelings.

## **Business Email Etiquette**

- Email is a convenient and effective medium to conduct business communication.
  - Learning Outcome: Understand etiquette guidelines on how to address an email message, the use of grammar and acronyms in the letter body and top 5 technology tips.

## **Phone Etiquette**

- We will discuss how to develop an appropriate greeting, how to deal with voicemail, and cell phone do's and don'ts.
  - Learning Outcome: Understand the basics of phone etiquette.

## **Dressing for Success**

- A significant part of practicing etiquette is proper self-presentation.
  - Learning Outcome: Guidelines for dressing-for-success.

## **International / Culture Etiquette**

- Etiquette is heavily influenced by culture.
  - Learning Outcome: Cross-cultural etiquette.

## Learning Resources

### **Recommended:**

Material included with your purchase is recommended reading.

- Free online training material provided by MSI. The material includes everything you will need to learn to pass the exam. This material is included for free with the purchase of your exam. It is in digital form, and available immediately after payment.

### **Optional:**

This material is not required; however, it will assist you in understanding etiquette.

- Myka Meier (May 5, 2020), *Business Etiquette Made Easy: The Essential Guide to Professional Success*, ISBN-13 : 978-1510751934
- Barbara Pachter (July 30, 2013), *The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success*, ISBN-13 : 978-0071811262

## Preparing for Success

In order to successfully complete the BEC exam, you will need to make sure you have the appropriate resources to support your learning.

- A quiet location, free from distraction.
- Internet access.
- Current (newest) version of Internet Explorer, Firefox, or Chrome browser.
- Take study notes while going through the training.
- When you are ready to take the exam, you should allot 1-hour of time.

## Frequently Asked Questions

### What happens if I fail the exam?

- You are given two additional attempts to pass the exam at no additional cost.

### Will I receive a physical certificate in the mail?

- Yes, MSI will mail you a certificate suitable for framing as well as transcripts.

### Will I receive Professional Competency Units (PCU's)?

- Yes, the exam awards 10 PCU's upon passing.