

Tárgytematika / Course Description

International Protocol and Etiquette

AKNB_NKTA003

Tárgyfelelős neve /

Teacher's name: dr. Kecskés Petra

Félév / Semester: 2022/23/1

Beszámolási forma /

Assesment: Beszámoló (ötfokozatú)

Tárgy heti óraszám /

Teaching hours(week): 0/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Aim of the Course

1. Course description:

This course introduces students to fundamentals of international and cross-cultural etiquette and protocol and its implications. It helps students to better understand the cross-cultural and international approach by comparing national etiquette and protocol practice in various countries. The course is divided into three main areas: general etiquette, business etiquette and protocol, and diplomatic protocol.

2. Aims, objectives of the course:

After the course students will be able to recognize the differences between various countries' etiquette and protocol, act according to their rules on the international level and express their opinion about the issues and challenges inherent in cultural differences. The main goal of the course is to make them understand the role of cultural differences in communication and behaviour, i.e. etiquette and protocol.

TANTÁRGY TARTALMA / DESCRIPTION

Course Description

Week	Topics
Week 1	Introduction, Basic notions in international protocol and etiquette
Week 2	Historical overview
Week 3	Etiquette in general - Greeting, salutation and form of address
Week 4	Etiquette in general II. - Introduction, manner of speaking and conversations
Week 5	Etiquette in general III. - Non-verbal communication, zones of communication
Week 6	Business etiquette

Week 7	Diplomatic protocol - The rules of precedence
Week 8	Mid-term-test
Week 9	Seating arrangements and order of processions; Invitations and dress codes
Week 10	Gifts and honours
Week 11	Ceremonies; Guest and host
Week 12	Students' presentations: Collection of special etiquette- and protocol-related topics, case studies
Week 13	Students' presentations: Collection of special etiquette- and protocol-related topics, case studies
Week 14	End-of-term test

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Számonkérési és értékelési rendszer: Assignments:

Prerequisite for end-of-term signature: active and regular participation on the lectures (max. 3 missing), Presentation (40 points) and Written exam (Mid-term test and End-of-term test, min. 50% is needed on both tests)

Assignment (presentation)	40%
Mid-term test	30% (min. 50%)
End-of-term test	30% (min. 50%)

Assessment/Grading:

0-50%	insufficient (1)
51-65%	sufficient (2)
66-80%	adequate/satisfactory (3)
81-90%	good (4)
91-100%	excellent (5)

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Kötelező olvasmányok:

Compulsory reading:

Gilbert Monod de Frideville – Mark Verheul (2016): An Experts' Guide to International Protocol. Amsterdam University Press.

Uploaded course materials, journal articles in the Moodle platform.

