**Training Fiche Template**

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| **Title** | Business Etiquette in an International environment | |
| **Keywords (meta tag)** | Business Etiquette, Netiquette, International Business, Cross cultural, Means and methods, communicate, international relationships, good practices, social media, women in business, globalization, digitalization, innovation, challenge | |
| **Language** | ENG | |
| **Objectives/ Goals/ Learning outcomes** | In an international context establishing a basic social comfort, Mastery of cultural codes / Creating a long-lasting and fruitful business relationships/ Convey a positive image of the company and make people want to be partners and contribute to success/ Understand an international environment/ Behavior and attitude in business relationship abroad/ Represent company and its values | |
| **Training area: (Select one)** | | |
| Strategies for Internationalisation | |  |
| E-commerce, international and digital marketing | |  |
| Social selling | |  |
| Sociologic and cultural aspects of Extra EU Export | | **X** |
| **European Qualification Framework (EQF)** | | |
| Level 3 | |  |
| Level 4 | | **X** |
| Level 5 | |  |
| **Description** | This training module aims at explaining what Business Etiquette in an international environment is.  It means to provide basic social comfort and creating an environment where others feel comfortable and secure, this is possible through better communication.  Some key success factors are country watch, meet representatives, considering the uses.  Attitude and visibility are important behavior, dress code, show case of the company, considering the customs.  The netiquette is essential in the international business etiquette, so we must keep this in mind.  Business etiquette is also a daily challenge. | |
| **Contents arranged in 3 levels** | **Module name: Business Etiquette in an International environment**  **1 Unit name: Introduction**  1.1 Section name: Introduction  1.2 Section name: Objectives  1.3 Section name: Goal  **2 Unit name: Learn & Discover**  2.1 Section name: Country watch  2.2 Section name: Meet with representatives  2.3 Section name: Considering the uses  **3 Unit name: Attitude and visibility**  3.1 Section name: Dress code - behavior  3.2 Section name: Represent the company and its values  3.3 Section name: Considering the customs  **4 Unit name: Some tips**  4.1 Section name: As big as the world  4.2 Section name: A subtle alchemy  4.3 Section name: Perception  **5 Unit name: Netiquette**  5.1 Section name: Definition  5.2 Section name: Controlling and managing your Internet presence  5.3 Section name: How to manage your image  **6 Unit name: Good practices**  6.1 Section name: The Business Etiquette challenge  6.2 Section name: Means and methods  6.3 Section name: The woman attitude | |

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| **Glossary** | **Dress code** : A **dress code** is a set of rules, often written, with regard to what [clothing](https://en.wikipedia.org/wiki/Clothing) groups  of people must wear. Dress codes are created out of social perceptions and norms, and vary  based on purpose, circumstances, and occasions. Different societies and cultures are likely  to have different dress codes.  Dress codes are symbolic indications of different social ideas, including [social class](https://en.wikipedia.org/wiki/Social_class),  [cultural identity](https://en.wikipedia.org/wiki/Cultural_identity), [attitude](https://en.wikipedia.org/wiki/Attitude_(psychology)) towards comfort, tradition, and political or religious affiliations.  Dress code also allows individuals to read others' behavior as good, or bad by the way they  express themselves with their choice of apparel  **e-reputation** : sometimes called web-reputation, cyber-reputation, digital reputation, on the  Web, on the Internet or online, is the reputation, the common opinion (information, opinions,  exchanges, comments, rumors...) on the Web of an entity (brand), a legal person (company) or  a physical person (individual), real (represented by a name or a pseudonym) or imaginary.  It corresponds to the identity of this brand or this person associated with the perception that  Internet users have of it.  This digital notoriety, which can be a differentiating factor and a competitive advantage for  brands, is shaped by the implementation of positive elements and the monitoring of negative  elements. E-reputation can also mean managing it, via a global strategy and thanks to specific  tools (activity at the origin of new professions) for the durability of the digital identity. | |
| **Self-evaluation (multiple choice queries and answers)** | **1. Who is concerned by the business etiquette in the international environment?**  a) only the manager  b) people, who are working abroad  **c) all the working people worldwide**  **2. How learn and discover a foreign country?**  **a) learn about the country, be aware of current events and conduct a field study first,**  b) get information on the Internet, read brochures, talk about it with relatives  c) we let ourselves be guided by our intuition and we will be able to get out of it  **3.** **How to be accepted, appreciated and respected by your interlocutors?**  a) be friendly and familiar with your interlocutors  b) to appropriate de facto the uses and customs of the country  **c) to respect the dress code and to behave according to expectations.**   * **4. How monitor and control your e-reputation?**   a) simply subscribe to secure online platforms  **b)**  **to check what information and data is available about you, to be vigilant in the use**  **of social networks and of what is posted**  c) publish information continuously while waiting for followers to return  **5. what are the best practices for a successful business etiquette abroad?**  **a) Three key actions to be carried out: working remotely with Internet tools, establishing**  **telephone or video contacts, evaluating the performance of one's action through surveys**  b) Social networks are mainly used for communication and online advertising  c) We use advertising campaigns offered on a global scale by Internet operators | |
| **Toolkit (guidelines, best practices, checklist, lessons learned…)** | **Name** | Best practices collection (?) |
| **Description** | Best practices collection with the support  of all partners (?) |
| **Link of interest / filename** | TBD |
| **Resources (videos, reference link)** | <https://www.youtube.com/watch?v=qWbWL0l3ySk>  <https://www.youtube.com/watch?v=88PGRvB-Scs>  <https://www.youtube.com/watch?v=7T-Wf3Wdbms>  <https://www.youtube.com/watch?v=ye_FyRCGm_8>  <https://www.youtube.com/watch?v=waN77bEaApY>  <https://www.vogue.co.uk/article/black-tie-dress-code>  <https://www.mycwt.com/fr/fr/insights/business-etiquette-guide/>  <https://www.cadremploi.fr/editorial/actualites/actu-emploi/detail/article/les-us-et-coutumes-professionnelles-a-travers-le-monde.html>  <https://www.attijaritrade.ma/fr/choisissez-votre-marche-cible/profils-pays/etats-unis/pratiques-des-affaires>  <https://www.cadre-dirigeant-magazine.com/brand-talks/mieux-comprendre-letiquette-des-affaires-en-amerique/>  <https://www.dynamique-mag.com/article/faire-affaires-etranger-culture-signature.4101>  <https://www.dynamique-mag.com/article/coutumes-etranges-entreprise-international.10073>  <https://www.hellowork.com/fr-fr/medias/business-etiquette-ce-quil-faut-faire-et-ne-pas-faire-selon-les-pays.html>  <https://businessculture.org/business-culture/business-etiquette/>  <https://www.wdstorage.co.uk/news/2014/09/international-business-etiquette-infographic>  <https://www.youtube.com/watch?v=NJfx_cHfSi8>  <https://www.kaspersky.com/resource-center/preemptive-safety/what-is-netiquette>  https://www.verywellmind.com/ten-rules-of-netiquette-22285 | |
| **Related material** | To be implemented | |
| **Related PPT** | Crosscultural management | |
| **Bibliography** | <https://books.google.fr/books?hl=fr&lr=&id=LTziCgAAQBAJ&oi=fnd&pg=PR5&dq=international+business+etiquette&ots=zF1CURbcb9&sig=36jtMsOttWNkrOw_wXT_Y01ZnJo#v=onepage&q=international%20business%20etiquette&f=false>  <https://books.google.fr/books?hl=fr&lr=&id=L7eeAdOCLWEC&oi=fnd&pg=PP1&dq=international+business+etiquette&ots=VdWyRm0A9n&sig=ghSveBDMlNp9gQwhwSwvQ7WHvCg#v=onepage&q=international%20business%20etiquette&f=false>  <https://www.emerald.com/insight/content/doi/10.1108/00197850710829058/full/html>  <https://books.google.fr/books?hl=fr&lr=&id=yvVPTD4Cv84C&oi=fnd&pg=PA1&dq=international+business+etiquette&ots=x5bZABP7kQ&sig=J9qP4Poljn318w21Y9ydwow6jRI#v=onepage&q=international%20business%20etiquette&f=false>  <https://books.google.fr/books?hl=fr&lr=&id=IdMnk8LUVeYC&oi=fnd&pg=PA2&dq=international+business+etiquette&ots=BcUlK2ixZX&sig=5ACHzRLWq-pGP73FAtC-F7E8Ywk#v=onepage&q=international%20business%20etiquette&f=false>  <https://link.springer.com/chapter/10.1007/978-3-031-14240-6_18>  <https://www.behave.co.il/the-importance-of-international-business-etiquette-and-intercultural-communication/> | |
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