

## ALS - “Contemporary Business & Corporate Etiquette”

On

18<sup>th</sup> April, 2023

Placement Cell of Gitarattan international Business School organized a Session on “Contemporary Business & Corporate Etiquette” on 18<sup>th</sup> April 2023. Resource person for the event was Ms. Megha Sehrawat (Sr. Service & Operations Ameriprise Financial Gurgoan) Alumni of the Institute Batch 2020-2022. She talked about the significance of corporate etiquette at workplace. The session began by Presenting a Sapling to our Resource Person from Placement Coordinator Dr. Swati Shrivastava. The alumni lecture series had thought-provoking discussions, engaging topics and networking. Resource person focused on the current corporate scenario and guided for the students for upcoming roles and responsibilities.



Speaker highlighted that corporate etiquette is a type of behaviour that team members are expected to follow in order to uphold the company image and respect each other. Corporate

etiquette may change from culture to culture, but when everyone understands and follows a particular set of standards, it can create a sense of unity.

She highlighted that people in the corporate world have different expectations about eye contact, body language, dress code, and dining etiquette, just to name a few. While many companies have shifted to a more casual culture, understanding proper business etiquette can go a long way.

To douse the curiosity students a question-answer round was held, where Ms. Megha answered questions of anxious students .The session was concluded by concluding by presenting the Memento and Vote of thanks by Dr. Prof. Ram Narayan.

**Prepared by: Shagun Arora, Assistant Professor, giBS**

## FLYER OF THE EVENT

**giBS**  
Gitarattan International Business School  
Grade 'A' Accredited by NAAC

**INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)**

**ALUMNI LECTURE SERIES**

# Contemporary Business & Corporate Etiquette

**MBA & MBA(IB)  
Semester-IV**

**MEGHA SEHRAWAT**  
Ameriprise Financial (Gurgaon)  
AWM&RVS Operations  
Sr. Service & Operations Prof.

**MOHIT SHARMA**  
Manager-Shiksha.com  
(Client Servicing And  
Business Development)

**18<sup>th</sup> APRIL** | **10:00 - 11:00 AM**

<b>TYPE OF EVENT</b>	Alumni Lecture Series
<b>VENUE</b>	Seminar Hall(Ground Floor)
<b>TIME&amp;DURATION</b>	10:00 AM TO 11:00 AM
<b>CONDUCTED BY</b>	IIPC Placement Cell
<b>ORGANISED FOR</b>	Students of MBA IB & MBA(2nd &4th Semester) BBA 6th Semester (1st Shift)

<b>NAME OF THE COORDINATOR</b>	Dr. Swati Shrivastava
<b>ATTENDANCE</b>	160
<b>RESOURCE PERSON</b>	Ms. Megha Sehrawat (Sr. Service & Operations Ameriprise Financial Gurgaon)
<b>OBJECTIVES OF THE EVENT</b>	<ul style="list-style-type: none"> <li>• The objective was to bridge the gap between the alumni's and the current batches.</li> <li>• To familiarize students with corporate behavior.</li> </ul>
<b>LEARNING OUTCOME</b>	<p>Students learnt how professional, mutually respectful atmosphere improves communication.</p> <p>They understood about the requirements and expectations of social and business behavior, practices and a code of ethical behavior among professionals</p>
<b>LINK OF YOUTUBE VIDEO</b>	<a href="https://youtu.be/DOKON-wxGXg">https://youtu.be/DOKON-wxGXg</a>