



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

Graduate School of Management Studies

Report on Expert Session on “Business Etiquettes”

1) Title of Event: Business Etiquettes

2) Type of Event: Expert Session

3) Date, Time and Venue of the Event:

Date: November 9, 2023

Time: 11.00 AM to 1.00 PM

Venue: Acharya Chanakya Hall, GSMS

4) Description of Event (Objective/Rationale to organize the event):

Organizing an Expert Session on Business Etiquettes for MBA students is crucial for their holistic professional development. As future business leaders, MBA students must go beyond academic knowledge to cultivate the interpersonal skills essential for success in corporate environments.

Business etiquettes are the cornerstone of a professional image. Understanding how to conduct oneself in meetings, communicate effectively, and dress appropriately contributes to the positive perception of MBA graduates in the corporate world. Mastering business etiquettes ensures they embody leadership qualities, fostering respect and influence among peers, subordinates, and superiors.

Successful networking is fundamental in business. The session equips students with the skills to navigate networking events, build meaningful connections, and leave a lasting positive impression, enhancing their professional opportunities. Business etiquettes play a pivotal role in job interviews. From the initial handshake to follow-up emails, understanding



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proper conduct enhances the likelihood of interview success and sets the stage for a successful career.

In an increasingly globalized business environment, MBA students interact with diverse cultures. Business etiquettes encompass cross-cultural understanding, allowing students to navigate international business environments with confidence and sensitivity. Clear communication is vital for business leaders. In a competitive job market, possessing strong business etiquette skills gives MBA students a distinct advantage. Employers seek professionals who not only excel in their field but also exhibit polished and respectful behavior in the workplace.

By organizing this Expert Session, we aim to empower MBA students with practical skills that extend beyond theoretical knowledge, positioning them for success in their academic journey and future careers. The session provides a unique opportunity for students to gain insights, ask questions, and engage in interactive scenarios that mirror real-world business situations.

5) Name of Expert:

Ms. Chandni Vidani

Corporate & Educational Trainer and Consultant

Founder of CleverMinds.CJ.

6) List and number of Participants: 56

7) Geotag Photographs of the Event:



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8) Brochure or Flyer of the Event:

The flyer features a blue and green background with a cloud pattern. At the top left is the Gujarat Technological University logo. To its right, the text reads 'Graduate School of Management Studies, Gujarat Technological University (Accredited with A+ Grade by NAAC)'. The main title 'EXPERT SESSION' is in large, bold, black letters, followed by the topic 'TOPIC: BUSINESS ETIQUETTES'. A circular portrait of Ms. Chandni Vidani is on the left, with her name and title 'Ms. Chandni Vidani, Corporate & Educational Trainer and Consultant' to the right. Below this, the event details are listed: 'Date: 9th November 2023, Thursday', 'Time: 11 AM to 1 PM', and 'Venue: Acharya Chanakya Hall'. Two boxes at the bottom identify the 'Invitee' as Dr. Pankajray Patel, Director - GSMS, and the 'Coordinator' as Dr. Neela Multani, Assistant Professor - GSMS. At the very bottom, there are social media icons and the text 'Follow us on: Graduate School of Management Studies'.

9) Feedback of the Event:

The "Business Etiquettes" session for MBA students was incredibly beneficial, providing practical insights essential for our future leadership roles. The focus on professional image, networking skills, and global business competence addressed crucial aspects of our career development. The session's emphasis on effective communication and ethical conduct aligns perfectly with the demands of the business world. As MBA students,



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this tailored guidance gives us a competitive edge in the job market. Overall, a valuable and relevant session that bridges the gap between academic knowledge and the interpersonal skills needed for success in our professional endeavors.

10) Social Media Post:



Report Prepared By:

Dr. Neela Multani, Assistant Professor, GSMS