

Global Diplomatic and Business Etiquette
Fall Term, 2013
Graduate School of International Studies
Seoul National University

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(Course Objective)

This course is intended to expose students to the basic rules of international diplomatic and business etiquette so that, when they work in the government or private sector in the future, they will be able to carry out international diplomatic or business activities successfully and smoothly.

This course will be taught as a mixture of lecture and student presentation in the context of various circumstances involving international etiquette and diplomatic protocol. Cases involving both formal and informal ceremonies, functions and conferences will be introduced. Students are exposed to various practical situations where the knowledge of etiquette as well as rules of procedure will enable them to behave with confidence. Procedural language needed for international conferences will also be introduced. Students are encouraged to participate in cross-cultural discussions on diplomatic and business etiquette.

(Text book)

There will be no text book.

(Reference)

Amb. Mary Mel French, United States Protocol, Rowman & Littlefield Publishers, Inc. (2010)

(Course Outline)

This is a tentative outline, and there may be some adjustments.

Week 1: Introduction and course outline

Week 2: Invitation

Week 3: Dress Code

Week 4: Riding in a car, airplane, and elevator

Week 5: Receiving Line

Week 6: Order of Precedence

Week 7: Titles and Forms of Address

Week 8: Table Seating

Week 9: Table Setting

Week 10: Table Etiquette

Week 11: Dialogue and Cultural Difference

Week 12: Toast

Week 13: Procedural Protocol for International Conference

Week 14: Conference Language

(Assessment Method)

1. Mid-term Examination (30%)
2. Presentation in class (30%)
3. Final Examination (30%)
4. Attendance (10%)