



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Business Etiquette and Protocol

Custom Courses / Public Relations and Communication

Unit Standard AATICD-0143 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the essential skills to navigate professional environments with confidence and cultural sensitivity. It covers the principles of business etiquette, protocol, and professional conduct to enhance interpersonal relationships and organisational reputation. Learners will develop the ability to apply appropriate behaviour in diverse business settings, including meetings, correspondence, and networking events.

Category	Custom Courses
Subfield	Public Relations and Communication
Unit Standard	AATICD-0143
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply the principles of business etiquette to various professional interactions, including meetings, telephonic conversations, and written correspondence.
- Demonstrate appropriate protocol for formal events, introductions, and cross-cultural business engagements.
- Analyse the impact of personal appearance, grooming, and non-verbal communication on professional credibility.
- Implement strategies for effective networking and relationship building within a corporate environment.
- Evaluate the role of etiquette in managing conflict, giving feedback, and maintaining professional boundaries.

WHO SHOULD ATTEND

- This course is designed for professionals at all levels who interact with clients, colleagues, or stakeholders in a business context.
- It is ideal for new employees, managers, and anyone seeking to refine their professional image and communication skills.

COURSE OUTLINE

Day 1: Foundations of Business Etiquette

- What is business etiquette?
- The business case for good manners.
- First impressions: appearance, punctuality, and greetings.
- Professional communication basics: tone, language, and active listening.
- Office etiquette: shared spaces, noise, and interruptions.
- Introductions and handshake protocol.
- Business card etiquette.
- Cultural sensitivity in a diverse workplace.

Day 2: Communication Etiquette and Email Protocol

- Email etiquette: subject lines, salutations, and sign-offs.
- CC, BCC, reply all, and forwarding protocols.
- Professional telephone etiquette: answering, transferring, and voicemail.
- Virtual meeting etiquette: video, audio, and screen sharing.
- Instant messaging and social media in the workplace.
- Handling complaints and difficult conversations.
- Confidentiality and discretion in communications.
- Written business correspondence: letters and memos.

Day 3: Meeting and Networking Etiquette

- Meeting types and purposes.
- Before the meeting: agenda, preparation, and punctuality.
- During the meeting: contributions, turn-taking, and technology use.
- After the meeting: minutes, action items, and follow-ups.
- Virtual meeting etiquette specific to platforms.
- Networking events: preparation, introductions, and conversation starters.
- Following up after networking.
- Handling difficult personalities in meetings.

Day 4: Dining Etiquette and Corporate Social Events

- Business dining: purpose and expectations.
- Table setting and utensil usage.
- Ordering food and interacting with waitstaff.
- Navigating the meal: conversation, pace, and etiquette.
- Alcohol: when to drink, toasts, and limits.
- Paying the bill and tipping.
- Corporate social events: dress code, behaviour, and networking.
- Cross-cultural dining considerations.

Day 5: Professional Image, Dress Code, and Global Protocol

- Dress codes: business formal, business casual, and casual.
- Grooming and personal hygiene.
- Personal branding and professional presence.
- Global business etiquette: key differences across cultures.
- Gift-giving and hospitality protocol.

- Handling etiquette breaches gracefully.
- Action planning for ongoing etiquette development.
- Course review and assessment.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	21 Aug 2026	On-Campus	Shenzhen, China
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
31 Aug 2026	04 Sep 2026	On-Campus	Lusaka, Zambia
31 Aug 2026	04 Sep 2026	On-Campus	London, UK

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard AATICD-0143) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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