



Module 1

Fundamentals of Business Etiquette



Profile of the Module

Business etiquette is a set of social and professional rules that govern the way people interact with one another in business settings. Business or corporate etiquette is instrumental in helping advance your career. It helps you show others the kind of values and belief systems you follow. Business opportunities always favour individuals who can present themselves in an appropriate manner because some may represent the organization externally. Whether you interact with clients or convince customers, your corporate etiquette can help you create a powerful impression. In addition to showing courtesy and respect to others, you demonstrate self-control and better emotional management.

Task 1



The Importance of Business Etiquette



Learning Objectives

■ Moral Objectives

- To cultivate students' values of civilization, harmony, patriotism, friendship.
- To establish cultural confidence.

■ Knowledge Objectives

- To get familiar with the concept and importance of international business etiquette.
- To grasp the international practices to be followed in international business activities.



■ Ability Objectives

- To be able to correctly abide by international practices in business activities.
- To focus on individual business image and corporate image.



Lead-in: Case Study

Situation: Sean is an overseas teacher in a Chinese training program. After class, he is chatting with Alice, one of his students.

Sean: Alice, your English is really good.

Alice: (Looking down) Oh, no, my English is not very good.

Sean: Why are you saying that? You are doing a good job in class.

Alice: (Waving her hand and looking shy) No, I am not a good student. Michael is doing a much better job than me.

Sean: Michael is also a good student. But you should be proud of your English, Alice.

Alice: No, it's not true. My English is so bad.

Sean is surprised by Alice's response and wonders why she doubts his compliment. He feels embarrassed and wonders if he should pay her a compliment.

Discussion: What made Sean so embarrassed?



Basic Knowledge

1.1.1 The Definition of Etiquette and Business Etiquette

Etiquette refers to guidelines which control the way a responsible individual should behave in the society. It is a set of practices and forms which are followed in a wide variety of situations. Each society has its own distinct etiquette, and various cultures within a society also have their own rules and social norms. Learning these codes of behavior can be very challenging for people who are new to a particular culture, and even old hands sometimes have a rough time.

Business etiquette is a set of ordinarily agreed-upon rules for behaving in the business environment. Within a place of business, it involves treating coworkers and employers with respect and courtesy in a way that creates a pleasant work environment for everyone. Business etiquette is not just knowing what to discuss during a business dinner or how to address colleagues; it is a way of presenting yourself in such a way that you will be taken seriously.



知识链接：中华
礼仪与西方礼仪
渊源

1.1.2 The Importance of Business Etiquette

1. Building strong relationship

Professional behavior helps build strong relationship among management, staff and clients

because proper business etiquette entails honest and fair dealings with everyone. People appreciate honesty in their business dealings. Loyalty to a business is generated through the solid relationships developed by consistent professionalism and integrity shown by all company employees.

2. Promoting positive atmosphere

A good working environment is fostered by good business etiquette. When management and workers treat one another with the respect and sensitivity dictated by good business manners, it creates a positive working atmosphere.

3. Helping earn respect

Good etiquette helps you earn respect. Rude and offensive behaviors do not go down well with anyone. And as the saying goes, “Respect a man, and he will do the more.” Hence, if you treat others with respect and acknowledgement, you are most likely to be respected, trusted and cared for.

4. Preventing misunderstanding

Knowing the proper business etiquette can help you avoid misunderstandings and save you a great deal of time, resources and money. Good business etiquette is cost-effective. They increase the quality of life in the workplace, contribute to optimum employee morale, embellish the company image, and hence play a major role in generating profit. On the other hand, negative behavior, whether it is based on selfness or ignorance, can cost a person a promotion, even a job.



Extended Reading

Scan the QR code, read the passage about “The Importance of Business Etiquette” and finish the following tasks.

After-reading tasks

When you finish reading the text above, finish the following tasks.

Task 1 Read the statements and decide whether they are true or not. Mark “T” for true and “F” for false.

- (1) Etiquette is only confined to courtesy. ()
- (2) It is important to treat others without any arrogance. ()
- (3) Being punctual is vital to win others’ respect. ()
- (4) It is OK to interrupt your coworkers. ()
- (5) Being overdressed is preferable to being underdressed when you are not sure about the dressing code. ()

Task 2 Critical thinking

Share your experience of building relationship by good etiquette or business etiquette or your experience of being offended by others’ bad manners.



微课：商务
礼仪的意义



拓展阅读：商务
礼仪的重要性



Basic Knowledge Test

Read the statements and decide whether they are true or not. Mark “T” for true and “F” for false.

(1) Good business etiquette not only means showing courtesy and respect to others, but also means your self-control and better emotional management. ()

(2) Comporting yourself professionally means not only presenting oneself with confidence but also taking the feelings and attitudes of others into consideration. ()

(3) Managers and coworkers who scream at and berate others when under pressure create a good working environment. ()

(4) Keeping a cool head when you face business challenges and try to meet tough deadlines or deal with difficult customers lead to success. ()

(5) A good business etiquette requires that you put some extra thought into your work outfit – that way, you’ll be showing your employees and colleagues that you respect your position and care about the company’s image. ()



同步测试：汉语版-MITI 判断正误



Case Study

• Case 1

Joe Girard is the greatest car salesman in the world. One day, a middle-aged woman went from the opposite Ford car showroom into Joe Girard’s car showroom. She wanted to buy a white Ford. “Welcome, madam.” Joe Girard said with a smile. “Today is my 55th birthday and I want to buy a white Ford as a birthday present for myself,” the woman told him excitedly. “Happy birthday, madam.” Joe Girard congratulated her warmly. Then, he whispered a few words to his assistant. Joe Girard led the lady as she walked around and enthusiastically introduced the Chevy in the showroom. After a while, the assistant came in and gave Joe Girard a bunch of roses. Joe Girard sent the beautiful roses to the lady and wished her a happy birthday one more time. The lady was moved to tears and immediately bought a white Chevy from Joe Girard.

Discussion: Joe Girard succeeded in selling a Chevy to the lady who was going to buy a Ford. What business etiquettes did Joe Girard adopt?



微课：玫瑰花与雪佛兰的故事

• Case 2

A French client arrived in Beijing on a 7:00 p.m. flight and was picked up by a driver sent by the Chinese firm. The driver took the Frenchman to his hotel at 8:00 p.m.. Chinese executives assumed their guest would want to relax after a long flight and planned to meet him the next morning. The French client felt offended.



微课：派谁去机场接客呢



Discussion: What annoyed the French client?



Skills Training Tasks

The Importance of Honesty

Harvey, a HR officer, mistakenly approved full pay to an employee on sick leave. After he discovered the mistake, he told the employee and explained that he had to correct the mistake by subtracting the overpaid amount from the next paycheck. The employee said that this would cause him serious financial problems, so he asked for the overpaid salary to be deducted in installments. But Harvey had to get approval from his superiors. “I know it’s going to upset the boss,” Harvey said, “As I thought about how to deal with the situation in a better way, I realized that all was my fault and I had to admit it to boss.” So Harvey went to the boss, told the details and admitted his mistake. After listening to this, the boss lost his temper. He first criticized the personnel department and accounting department for their negligence, and then blamed the other two colleagues in the office. However, Harvey repeatedly explained that it was all his fault and it had nothing to do with other colleagues. Finally, the boss looked at him and said, “Well, it’s your fault. Now let’s solve this problem.” The correction of this mistake did not cause any trouble to anyone. Since then, the boss has trusted Harvey more.



微课：我该承认错误吗

Scan the following QR codes to complete the tasks.



1.1 任务工作单



1.1 任务实施单



1.1 任务检查单



1.1 任务评价单



Curriculum Ideology and Politics

An Olympic of Civility and Etiquette

The 29th Summer Olympic Games in 2008 was held in Beijing, the capital of China. To this end, the country put forward the slogan of “to welcome the Olympic Games, to stress civilization, to cultivate new trends, to participate, to contribute, to be happy”. To respond to this call, Chinese people must do their little bit and consciously observe etiquette rules, so as to make this Olympic Games a truly “Olympic of Civility and Etiquette”. The essence of the humanistic Olympics is to enhance the spirit of a nation.

Deng Yaping played an edge ball in the final with the Korean player, so the Korean player scored a point. However, the referee did not find it and gave Deng Yaping a score. Deng Yaping immediately said to the referee, “This is an edge ball; I should not score.” After that, the coach praised the Chinese player for doing the right thing, reflecting the demeanor of a great country athlete.



Deng Yaping's civilized etiquette shows the demeanor of a great country athlete and shows the world the demeanor and image of a great country with Chinese civilization and etiquette.

Discussion: How did Deng Yaping promote Chinese image as a great power? What does Ms Deng's behavior convey to the world?



Chinese Etiquette

Etiquette, “Li”, comes from the fear and the respect of the nature. We find all the forms of “Li” from heaven, earth and nature. “Li” represents the authority of emperors who was given by heaven. “Li” also represents hierarchy. In social life, it means that people get along with each other harmoniously and respect the elderly. “Li” comes from the heart of people, showing respect to heaven, the earth and people are important.

(Source: Hello, China)

Task 2



The Rules of Business Etiquette



Learning Objectives

■ Moral Objectives

- To cultivate students' personal appreciation and aesthetic quality, and to pay attention to ecological civilization.
- To have a sense of etiquette, dedication and social responsibility.
- To behave appropriately and show good professional ethics and professionalism.
- To cultivate cultural confidence among students.

■ Knowledge Objectives

- To get familiar with the customs of different countries and cultural differences between China and foreign countries.
- To grasp the basic knowledge, rules and skills related to international business etiquette.

■ Ability Objectives

- To be able to communicate with customers in accordance with business practices.
- To be able to use business etiquette knowledge to deal with problems and special situations.



Lead-in: Case Study

Situation: Shirley is from China. She was transferred to London, the transnational corporation's headquarters, last month. Now she is talking with her colleague Michael, a British native.

Shirly: I am going to Northern Ireland this weekend.

Michael: I wish I were going with you. How long are you going to be there?

Shirly: Four days. This is my first time to be there, and I have been eager for the ancient city for a long time. (I am new here and I hope he will offer me a ride to the airport.)

Michael: (If she wants a ride, she'll ask me.) Have a great time.

Shirly: (If he had wanted to give me a ride, he would have offered it. I had better ask somebody else.) Thank you. I'll see you when I get back.

Discussion: Why can't Michael get Shirley's point?



Basic Knowledge

International business etiquette refers to the code of conduct that guides people to show respect and friendliness to others in international business activities. International business etiquette, a kind of Esperanto, is the "traffic rules" that people should abide by in international exchanges. International exchanges emphasize "seeking common ground while reserving differences" and "abiding by conventions". With the deep development of world economic integration, the development of international economic trade will, to a certain extent, affect the economic prospects of a country or a region. As international business activities become more and more frequent, it is increasingly important to learn international business etiquette. There are three basic business etiquette rules.

1.2.1 The Rule of Respect & Courtesy

The core of etiquette is respect. In international business communication, people are equal. Despite one's rank, nation and race, there is no distinction between nobleness and lowliness. In business activities, we should not only be self-respected, but also be respectful. In international business activities, it is an essential basic quality for international businessmen to master standard speech and good behavior. Use normative behavior and politeness to express respect for each other and sincerity in communication. We display courtesy or respect by communicating and behaving properly. This includes, but is not limited to, saying "please" "thank you" "excuse me" "being on time", etc. that portray basic politeness.



微课：商务
礼仪的原则

1.2.2 The Rule of "Do as the Romans do"

In international business exchanges, as a visitor, you must abide by the local customs,



etiquette practices and do as the Romans do. Only when we fully understand the unique local etiquette customs and business practices can we fully respect the local etiquette customs and conduct business activities according to the host's etiquette customs.

When you are the host and you want to give the guests a sincere welcome, you can also use the guests' etiquette and customs to express your enthusiasm and respect for the guests, reflecting "Hosts come first." For example, when you are at a Chinese banquet, you can place chopsticks, knives and forks on the banquet table at the same time to show respect for Western guests.

There are two basic principles of interpersonal communication, that is, golden rule and platinum rule. Golden rule whose essence is "Treat others as you would like to be treated", applies to the situation when we communicate with people sharing the same cultural and religious values. Platinum rule whose essence is "Treat others as they would like to be treated", applies to cross-cultural communication.

1.2.3 The Rule of Moderation

When we apply the rules of international business etiquette, it is necessary to grasp the scale of communication and pay attention to the moderation of speech and behavior. We should not only abide by all kinds of etiquette norms, make our behavior conform to business norms, international practices and industry rules, but also avoid being servile, frivolous and flattering. In international business activities, we should not only be polite, warm and generous, but also maintain the image of the enterprise and the nation.



Extended Reading

Scan the QR code, read the passage about "10 Easy-To-Follow Business Etiquette Rules" and finish the following tasks.



拓展阅读：十项
商务礼仪原则

After-reading tasks

When you finish reading the text above, finish the following tasks.

Task 1 Read the statements and decide whether they are true or not. Mark "T" for true and "F" for false.

- (1) Office gossip between coworkers brings people closer. ()
- (2) Remembering others' names can help you gain others' respect. ()
- (3) Maintaining eye contact is vital in the conversation, so we should stare at others all the time. ()
- (4) Responses like nodding your head, smiling, or giving gestures are helpful in showing that you are listening. ()
- (5) Without specific purposes, interrupting others when they are talking or working is improper. ()

Task 2 Critical thinking

Can you list other good business etiquette rules besides those mentioned in the text? Share

with others your experience concerning good manners or bad manners.



Basic Knowledge Test

Read the statements and decide whether they are true or not. Mark “T” for true and “F” for false.

(1) Treating others with courtesy and kindness is the essential business etiquette rule. ()

(2) The rule of “Do as the Romans do” will help you assimilate into foreign cultures. ()

(3) When we are courteous or respectful to others, we should be as humble as possible. ()

(4) Platinum rule whose essence is “Treat others as they would like to be treated” applies to cross-cultural communication. ()

(5) In international communication, we should avoid being servile, frivolous and flattering. ()



同步测试：汉语
版-MIT2 判断
正误



Case Study

Some Italian clients are coming to visit Xijie Logistics International for business in China. Xijie Logistics International sends an e-mail to Italian clients saying that they will arrange the meeting on September 13, Friday. One day later, Xijie Logistics International receives an e-mail saying that the Italian clients insist on another date of meeting. Xijie Logistics International rearranges the meeting on September 11, Wednesday, and prepares special gifts for them. The meeting goes well, and the two sides are about to sign an agreement next day. Xijie Logistics International sends the Italian clients special gifts—handkerchiefs with chrysanthemum patterns. When Italian clients open the gift, they seem very annoyed with the gift and leave unhappily.

Discussion: Why are Italian clients annoyed with the initial meeting date—September 13, Friday and annoyed with the gift?



微课：白金原则



Skills Training Tasks

Basic Rules of Business Etiquette

Wenwen and Zhenzhen, employees from Tongte Space Design in China went on business in England and were invited to their British business partner Michael’s home for afternoon tea.

Wenwen and Zhenzhen dressed formally and arrived at Michael’s home 10 minutes earlier. When Michael opened the door, he seemed surprised and a little embarrassed. Michael’s wife Lucy was preparing the snacks in the kitchen.



微课：英国商务
拜访案例



Wenwen and Zhenzhen said hello to Lucy and gave her the gifts: a bunch of white lilies wrapped with dark green, a fine china cup with the company's logo on it and a clock in the shape of an owl. When Lucy took the flowers, she squirmed a bit. When she opened the box and found the gifts, she seemed embarrassed. Wenwen and Zhenzhen were puzzled and wondered what was going on.

When they had tea, Wenwen and Zhenzhen kept talking about Brexit. Michael and Lucy didn't talk much about it, just nodding when listening.

Scan the following QR codes to complete the tasks.



1.2 任务工作单



1.2 任务实施单



1.2 任务检查单



1.2 任务评价单



Curriculum Ideology and Politics

Treating People with Kindness

“Civilization is founded on poetry, established on etiquette and accomplished on music”, This saying proves the significance of etiquette and music to civilization. Chinese etiquette is profound, which is embodied in every word and move of characters. Chinese etiquette is the world's most time-honored etiquette. Looking back on the past and towards the future, China as a great country has been encouraging the virtue of treating people with courtesy in the 21st century. This is also reflected in our foreign policy in the international political arena. Treating people with courtesy is a symbol of our cultural confidence. Treating people with kindness is an embodiment of our moral principles as a great country. We respect the different voices of all countries, and we also hope to gain the respect of other countries. China's foreign policy is always to maintain world peace and promote common development. Only by treating each other with courtesy and kindness can we achieve Great Harmony.

(Source: Hey, The World)

Discussion: What is the essence of China's treating others with courtesy? Can you illustrate how China has been playing its role in achieving Great Harmony as a great country?



Chinese Etiquette

Born in 551 BC, Confucius, kong zi, has made the greatest contribution to Chinese culture in history. He developed his thoughts into a system of philosophy known as Confucianism. Confucianism emphasized self-cultivation, harmonious relationships with each other and respect for the elderly. Friends should be honest to each other. Rulers should make an effort to provide a happy life for people.

(Source: Hello, China)



模块 1

初识商务礼仪



模块导读

商务礼仪是一套社会和职业准则，能够规范人们在商务环境中相互交流的方式。商务礼仪不仅有助于个人的职业发展，还能向他人展示自身所遵循的价值观和信仰体系。企业对于能够以合宜的方式展示自身修养的人青睐有加，因为他们可以代表企业形象。无论是与客户互动还是说服客户，个人所代表的企业形象都会给对方留下深刻印象。遵循商务礼仪原则，不仅需要与他人的交往中表现出对他人的礼貌和尊重，也需要在交往中能够控制并更好地管理情绪。

任务 1



商务礼仪的意义



学习目标

■ 素养目标

- 弘扬文明、和谐、爱国、友善等价值观。
- 树立文化自信。

■ 知识目标

- 了解国际商务礼仪的概念及重要性。
- 掌握国际商务活动中应遵循的国际惯例。

■ 能力目标

- 能够在商务活动中正确遵守国际惯例。
- 能够注重个人商务形象与企业形象。



情境导入

情境：肖恩是一位汉语培训机构的英语教师，一天下课后，他和学生爱丽丝聊天。

肖恩：爱丽丝，你的英语真的很好。

爱丽丝：（低头）哦，不，我的英语不是很好。

肖恩：你为什么这么说？你在课堂上做得很好。

爱丽丝：（摆摆手，看起来很害羞）不，我不是一个好学生。迈克尔做得比我好得多。

肖恩：迈克尔也是个好学生。但你应该为你的英语感到骄傲，爱丽丝。

爱丽丝：不，这不是真的。我的英语太差了。

肖恩对爱丽丝的回答感到惊讶，他不明白爱丽丝为什么不认同他的赞美。他感到很尴尬，不知道是否该接着夸赞她。

讨论：为什么肖恩会感到很尴尬？



知识储备

1.1.1 礼仪和商务礼仪的内涵

礼仪是指控制一个人在社会中的行为方式的准则。它是在各种各样的情况下应遵循的一套做法和准则。每个社会都有自己独特的礼仪，一个社会中的各种文化也有自己的规则和社会规范。

商务礼仪是商业环境中约定俗成的一套行为规则。在一个商业场所，它涉及尊重和礼貌地对待同事和雇主，为每个人创造一个愉快的工作环境。商务礼仪不仅是知道在商务晚宴上讨论什么或如何与同事交谈，还要能够以某种方式展现自己，从而让自己被他人认真对待。

1.1.2 商务礼仪的重要性

1. 增强关系

职业行为有助于在管理层、员工和客户之间建立牢固的关系，因为恰当的商业礼仪要求与每个人都诚实、公平地打交道。人们在商业交易中欣赏诚实。公司员工一贯秉承的专业精神及诚信使员工与公司之间关系稳固，而这种稳固的关系又会促成员工对企业的忠诚。

2. 创造良好的工作氛围

良好的工作环境是由良好的商务礼仪培养出来的。当管理层和员工以良好的商业礼仪尊重、体贴地对待对方时，就会创造一种积极的工作氛围。

3. 赢得尊重

良好的礼仪有助于你赢得尊重。任何人都无法接受粗鲁无礼的行为。俗话说：“尊重一

个人，他会做得更多。”因此，如果你尊重他人，认可他人，你最有可能得到尊重、信任和关心。

4. 避免误会

了解正确的商务礼仪可以帮助你避免误解，节省大量的时间、资源和金钱。良好的商务礼仪是有成效的，因为会提高工作场所的生活质量，有助于提振员工士气，树立公司形象，因此在创造利润方面发挥着重要作用。另外，消极的行为，无论是基于自私还是无知，都会让一个人失去晋升机会，甚至是工作职位。



同步测试

扫码做题。



同步测试：汉语
版-MIT1 判断
正误



案例分析

• 案例 1

乔·吉拉德是世界上最优秀的汽车推销员。一天，一位中年妇女从对面的福特汽车展销室走进了乔·吉拉德的汽车展销室。她原本想买一辆白色的福特轿车。“夫人，欢迎您来看我的车。”乔·吉拉德微笑着说。妇女兴奋地告诉他：“今天是我 55 岁的生日，我想买一辆白色的福特轿车作为送给自己的生日礼物。”“夫人，祝您生日快乐！”乔·吉拉德热情地祝贺。随后，他轻声地向身边的助手交代了几句。乔·吉拉德领着这位夫人边看边热情地介绍展销室里的雪佛兰轿车。一会儿，刚才的那位助手走了进来，把一束玫瑰花交给了乔·吉拉德。乔·吉拉德把这束漂亮的玫瑰花送给了这位夫人，再次向她表示祝贺。那位夫人感动得热泪盈眶，当即在乔·吉拉德这里买了一辆白色的雪佛兰轿车。

讨论：乔·吉拉德成功地将雪佛兰车卖给了准备买一辆福特轿车的女士。他用了哪些商业礼仪规则？

• 案例 2

一位法国客户乘坐晚上 7 点的航班抵达北京，中国公司仅派了一名司机去机场迎接。司机于晚上 8 点将这位法国人带到酒店，中国公司的代表认为客人在长途飞行后需要休息，因此并没有当晚就拜访客户，计划第二天早上与他见面。这位法国客户对中国公司的接待行为大为不满。

讨论：是什么使这位法国客户不悦？



实训项目

分析商务礼仪的重要性

1. 实训目的

通过训练，掌握商务礼仪的意义。



2. 实训内容

(1) 背景资料：公司某员工请了病假，财务处哈维在核算工资时却没有扣除病假工资，给这位员工付了全薪；之后哈维向这位员工解释工资核算错误，需要更正，但是这位员工希望分期扣除以避免由此给自己带来的财务问题；哈维向上级坦白了自己的错误，并承担了所有的责任。公司老板虽然不满哈维带来的工作上的麻烦，但还是很欣赏哈维的坦诚。

(2) 以小组为单位，分析此案例中商务礼仪的重要性；分享身边案例，讨论基本礼仪的重要性。

3. 实训要求

(1) 采取“组内异质，组间同质”的原则，将学生分为若干小组，每组 4~6 人。

(2) 每组提交一份商务礼仪重要性实训报告，内容包括本案例商务礼仪的意义以及生活中基本礼仪的意义。

(3) 每组讲解和展示本组的工作成果。

4. 实训考核

(1) 评价方式：采取小组自评、小组互评、教师评价、企业导师评价四维评价方式，
 总评成绩 = 小组自评 × 20% + 小组互评 × 20% + 教师评价 × 30% + 企业导师评价 × 30%。

(2) 评价指标：从素质目标、知识目标、能力目标 3 方面进行评价。



1.1 任务工作单



1.1 任务实施单



1.1 任务检查单



1.1 任务评价单



思政课堂

文明奥运 礼仪奥运

2008 年第 29 届夏季奥林匹克运动会在首都北京召开。为此，国家提出了“迎奥运、讲文明、树新风、我参与、我奉献、我快乐”的口号。要响应这一号召，国人就必须切实从自己做起，有意识地用礼仪规范来约束自己的言行，才能将这一届奥运会办成名副其实的“礼仪奥运”“文明奥运”。人文奥运的核心就是提升民族精神。

邓亚萍与韩国选手决赛时，打了一个擦边球，应该韩国选手得分。但是裁判没有发现这是个擦边球，判邓亚萍得分。邓亚萍立即对裁判说：“这是一个擦边球，我不应该得分。”事后，教练夸赞中国队员做得对，体现了一个大国运动员的风范。

邓亚萍的文明礼仪展现了一个大国运动员的风范，向世界展示了中华文明礼仪之邦的大国风范和形象。

(资料来源：<https://cn.chinadaily.com.cn/a/202107/15/WS60f00176a3101e7ce9759e3b.html>)

讨论：党的二十大报告指出“传播好中国声音，展现可信、可爱、可敬的中国形象”。本案例中邓亚萍的行为体现了什么？向世界传达了什么？



中华礼仪

我国对于礼的认知首先来自对大自然的敬畏。天、地、自然万物，我们从中发现了秩序，也找到了礼的格式。礼，在官方体现了皇权天授的威严。礼，也体现了等级。礼在民间指的是人们和谐交流，长幼有序。发自内心的礼，在规矩之上。礼是中国人对天、地、人的敬重。

任务 2



商务礼仪的原则



学习目标

■ 素养目标

- 展现个人鉴赏力和审美素质，关注生态文明。
- 拥有礼仪意识、敬业精神及社会责任感。
- 展现出良好的职业道德和职业素养。
- 树立文化自信。

■ 知识目标

- 了解不同国家的风俗和中外文化差异。
- 掌握与国际商务礼仪相关的基本知识、规则和技巧。

■ 能力目标

- 能够遵循商务交往的惯例与客户沟通。
- 能够运用商务礼仪知识处理问题、应对特殊情境。



情境导入

情境：雪莉来自中国，上个月被调到跨国公司的总部伦敦。她现在正和同事英国人迈克尔交谈。

雪莉：这个周末我要去北爱尔兰。

迈克尔：我真希望和你一起去。你打算在那里待多久？

雪莉：四天。这是我第一次去那里，我渴望这座古城很久了。（我是新来的，我希望他能送我去机场。）



迈克尔：（如果她想搭便车，她会问我的。）祝你玩得愉快。

雪莉：（如果他想载我一程，他会主动提出的。我最好问问别人。）谢谢。我回来后见。

讨论：为什么迈克尔无法理解雪莉的弦外之音？



知识储备

国际商务礼仪是指人们在国际商务活动中，对交往对象表示尊重与友好的行为规范。国际商务礼仪是人们在国际交往中应该遵守的“交通规则”，它是一种世界语。国际交往强调“求同存异”与“遵守惯例”。随着世界经济一体化的深度发展，开展国际经济贸易在一定程度上影响一个国家和地区的经济前景。随着国际商务活动越来越频繁，学习国际商务礼仪也变得越来越重要。商务礼仪有 3 个基本原则。

1.2.1 尊重与礼貌原则

礼仪的核心是尊重。在国际商务交往中，人与人之间是平等的。无论职务高低、民族大小、种族强弱，都没有贵贱之分，强调要以尊重为本。在商务活动中，不仅要自尊，更要尊重他人。在国际商务活动中，掌握规范的言语、行为举止是商务人士必备的基本素质。人们通过适当的沟通和行为来表达礼貌或尊重，这包括但不限于表示基本礼貌的“请”“谢谢”“对不起”“准时”等。

1.2.2 入乡随俗原则

在国际商务交往中，作为访问者一定要遵守当地的风俗习惯和礼仪惯例，做到入乡随俗。在充分了解当地特有的礼仪习俗、商业惯例等前提下，才能对当地的礼仪习俗予以充分尊重，并按照主方的礼仪习惯完成商务活动。

当自己身为东道主时，为了表达对客人的诚挚欢迎之心，也可以沿用客方的礼仪习俗表达对客人的热情和尊重，体现“主随客意”。例如，在中式宴请时，可以在宴会桌上同时摆放筷子和刀叉，以示尊重和方便西方客人。

人际交往有两个基本原则：黄金法则和白金法则。黄金法则的精髓是“以自己想被对待的方式那样来对待别人”，适用于与具有相同文化和宗教价值观的人交流的情况。白金法则的精髓是“以他人希望被对待的方式来对待他人”，适用于跨文化交际。

1.2.3 适度原则

在运用国际商务礼仪原则时，需要把握交流沟通的尺度，注意谈吐和举止的适度。既要遵守各种礼仪规范，使自己的行为符合商务规范、国际惯例和行业规则，又要避免行为举止卑躬屈膝、轻浮谄媚。在国际商务活动中，既要彬彬有礼、热情大方，又要维护好企业和国家的形象。



同步测试

扫码做题。



同步测试：汉语
版-MIT2 判断
正误



案例分析

意大利客户来希杰物流国际公司考察中国业务。希杰物流国际公司向意大利客户发送了一封电子邮件，称他们将在 9 月 13 日（星期五）安排会议。一天之后，希杰物流国际公司收到一封电子邮件，称意大利客户坚持另约一个会议日期。希杰物流国际重新安排了 9 月 11 日（星期三）的会议，并为意大利客户准备了特别的礼物。会议进展顺利，双方第二天即将签署协议。希杰物流国际为意大利客户送上带有菊花图案的特制手帕作为礼品。当意大利客户打开礼物时，他们似乎对礼物非常恼火，气愤地离开了。

讨论：为什么意大利客户对最初的见面日期 9 月 13 日（星期五）感到恼火，并对收到的礼物很不满意？



实训项目

分析商务礼仪的原则

1. 实训目的

通过训练，掌握商务礼仪的基本原则。

2. 实训内容

（1）背景资料：来自中国通特空间设计公司的员工文文和珍珍在英国出差，他们应邀到英国商业伙伴迈克尔家中喝下午茶。

文文和珍珍穿着正式，提前 10 分钟到达迈克尔家。当迈克尔打开门时，他似乎很惊讶，有点儿尴尬，迈克尔的妻子露西正在厨房准备点心。

文文和珍珍向露西问好，并送给她礼物：一束用深绿色包装纸包裹的白色百合花，一个印有公司商标的精美瓷杯和一个猫头鹰形状的钟。露西接过花时，她似乎有点局促不安。当她打开盒子看到礼物时，表情似乎很尴尬。文文和珍珍很困惑，不知道发生了什么。

喝茶的时候，文文和珍珍一直在谈论英国脱欧。迈克尔和露西没怎么谈，只是边听边点头。

（2）以小组为单位，分析此案例中文文和珍珍有哪些不妥之处，违背了哪些商务礼仪的基本原则；讨论生活中的案例，总结礼仪的基本原则。

3. 实训要求

- （1）采取“组内异质，组间同质”的原则，将学生分为若干小组，每组 4~6 人。
- （2）每组提交一份商务礼仪的基本原则实训报告，内容包括商务礼仪的原则及案例。
- （3）每组讲解和展示本组的工作成果。

4. 实训考核

- （1）评价方式：采取小组自评、小组互评、教师评价、企业导师评价四维评价方式，



总评成绩 = 小组自评 × 20% + 小组互评 × 20% + 教师评价 × 30% + 企业导师评价 × 30%。

（2）评价指标：从素质目标、知识目标、能力目标 3 方面进行评价。



1.2 任务工作单



1.2 任务实施单



1.2 任务检查单



1.2 任务评价单



思政课堂

以礼待人

“兴于诗，立于礼，成于乐，”这是礼乐文明。中华礼仪博大精深，博大精深藏在我们的一言一行、一举一动当中。中华礼仪是世界上最古老的礼仪。传承传统，面向未来，这种流在骨血里的大国风范和以礼待人的风貌一直延续到 21 世纪，更体现在国际政治舞台上。待人以礼是我们的文化自信，与人为善是我们的大国风范。我们尊重各种不同的声音，同时也希望获得各个不同国家的尊重。中国的外交政策始终是维护世界和平，促进共同发展。当我们人人有礼的时候，才能够实现真正的天下大同。

讨论：党的二十大报告指出“推进文化自信自强，铸就社会主义文化新辉煌”。中国以礼相待的本质是什么？举例说明中国作为一个伟大的国家在实现大同方面是如何发挥作用的。



中华礼仪

孔子于公元前 551 年出生，是历史上对中华文化影响最大的人。后来，他创立了儒家思想。儒家思想注重人的自我修养，强调与人建立和谐的关系，对待长辈要尊敬有礼；与朋友交往要诚实守信；统治者应该致力于让人民生活幸福。