

KURSBESCHREIBUNG / COURSE DESCRIPTION

Kurstitel <i>Course title</i>	Business Storytelling
KURS-ID <i>Course number</i>	296
Kursverantwortlicher <i>Person in charge</i>	Language and Electives Centre
Art der Lehrveranstaltung <i>Type of course</i>	Elective
Studiengang <i>Course of studies</i>	all
Niveau <i>Course level</i>	Undergraduate
Voraussetzungen <i>Prerequisites</i>	None
SWS <i>Lessons per week</i>	2
Unterrichtsstunden <i>Total semester hours</i>	Attendance time: 30 hours Self-study: 30 hours Total: 60 hours
ECTS <i>ECTS (Credits)</i>	2
Art der Prüfung <i>Course assessment</i>	Class workshops / Presentation / Case Studies/ Seminar Paper
Unterrichtssprache <i>Course language</i>	English
Name der Lehrbeauftragten <i>Lecturer</i>	Diego and Raphael Fiche
Kursziele <i>Course objectives</i>	At the end of this course, students will be able to: <ul style="list-style-type: none"> • Recognize key elements that go into persuasive storytelling • Identify types of stories and their purposes • Create compelling stories to achieve business goals • Apply acquired knowledge to develop a compelling story to persuade others to think or act in a different way.
Kursinhalt <i>Course contents</i>	<ul style="list-style-type: none"> • Introduction to Business Storytelling • Power of Business Stories: when and why to tell them • Types of Business Stories and Their Purposes • Structuring Your Story to Engage the Audience • Storytelling techniques • Enhance Your Storytelling Skills • Personal Branding
Lehrmethoden <i>Teaching methods</i>	<ul style="list-style-type: none"> • Lectures • Group work • Case studies • Presentation • Exercises

Lehrbuch <i>Coursebook</i>	
Empfohlene Literatur <i>Recommended reading</i>	Janis Forman (2013), <i>Storytelling in Business: The Authentic and Fluent Organization</i> Seth Godin (2005), <i>All Marketers Are Liars</i>
Besonderes <i>Specific requests</i>	Block course incl. Saturday
Kurs gehört zum Zusatzzertifikat ... <i>Course is part of the additional certificate</i> ...	Not relevant.