| **Kurstitel**  
| Course title | Business Storytelling |
| **KURS-ID**  
| Course number | 296 |
| **Kursverantwortlicher**  
| Person in charge | Language and Electives Centre |
| **Art der Lehrveranstaltung**  
| Type of course | Elective |
| **Studiengang**  
| Course of studies | all |
| **Niveau**  
| Course level | Undergraduate |
| **Voraussetzungen**  
| Prerequisites | None |
| **SWS**  
| Lessons per week | 2 |
| **Unterrichtsstunden**  
| Total semester hours | Attendance time: 30 hours  
|  | Self-study: 30 hours  
|  | Total: 60 hours |
| **ECTS**  
| ECTS (Credits) | 2 |
| **Art der Prüfung**  
| Course assessment | Class workshops / Presentation / Case Studies/ Seminar Paper |
| **Unterrichtssprache**  
| Course language | English |
| **Name der Lehrbeauftragten**  
| Lecturer | Diego and Raphael Fiche |
| **Kursziele**  
| Course objectives | At the end of this course, students will be able to:  
|  | • 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**  
| Course contents | • 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**  
| Teaching methods | • Lectures  
|  | • Group work  
|  | • Case studies  
|  | • Presentation  
|  | • Exercises |
| Lehrbuch  
  Coursebook | Janis Forman (2013), Storytelling in Business: The Authentic and Fluent Organization  
                        Seth Godin (2005), All Marketers Are Liars |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------|
| Empfohlene Literatur  
  Recommended reading | Block course incl. Saturday |
| Besonderes  
  Specific requests | Course is part of the additional certificate |
| Kurs gehört zum Zusatzzertifikat ...  
  Course is part of the additional certificate ... | Not relevant. |