

**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS**

MGMT3416 Storytelling: Global Business Communication

GENERAL INFORMATION				
Instructor: Dr. Clotilde Landais				
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Consultation times: by appointment				
Pre-requisite(s): N/A				
Co-requisite(s): N/A				
Mutually exclusive: N/A				
COURSE DESCRIPTION				
<p>Telling stories to make sense of reality—or to shape it—is a human characteristic. We tell stories to explain our actions or intentions, to create coherence amongst disparate events. Artists tell a story through their works and in doing so, shape reality and our perception of it. Good leaders as well commonly use storytelling to inspire, teach, and define their organisation values and culture. However, good storytelling has rules and not everybody is a born storyteller.</p> <p>This course aims at developing students' organisational storytelling skills through the study of works of fiction, memoirs, and speeches from around the world. By reflecting on the importance of storytelling in management, this course will help students become better leaders.</p>				
COURSE OBJECTIVES				
<ol style="list-style-type: none"> 1. Introduce the main rules of good storytelling 2. Explain the relationship between storytelling and management 3. Develop students' reading, listening, writing, and speaking skills in relation to storytelling 4. Develop students' critical and creative thinking skills 				
FACULTY LEARNING GOALS (FLGs)				
<p>FLG1: Acquisition and internalization of knowledge of the programme discipline FLG2: Application and integration of knowledge FLG3: Inculcating professionalism FLG4: Developing global outlook FLG5: Mastering communication skills FLG6: Cultivating leadership</p>				
COURSE LEARNING OUTCOMES (CLOs)				
Course Learning Outcomes		Aligned Faculty Learning Goals (FLGs)		
<ul style="list-style-type: none"> • CLO1. • Identify the main types of stories and their components • CLO2. • Define the main rules of good organisational storytelling • CLO3. • Critically analyse and discuss fiction and non-fiction narratives from a storytelling perspective • CLO4. • Apply the rules of storytelling to non-narrative data 		<p style="text-align: center;">FLG1; FLG4</p> <p style="text-align: center;">FLG1; FLG2; FLG4; FLG5</p> <p style="text-align: center;">FLG2; FLG3; FLG4; FLG5; FLG6</p> <p style="text-align: center;">FLG2; FLG3; FLG4; FLG5; FLG6</p>		
COURSE TEACHING AND LEARNING ACTIVITIES				
Course Teaching and Learning Activities		Expected Study Hours	Study Load (% of study)	
T&L1. Interactive Lectures		25	21%	
T&L2. In-class activities (Discussions, case discussions, role-plays)		25	21%	
T&L3. Group Project		35	29%	
T&L4. Individual Project		35	29%	
Total		120 hours	100%	
Assessment Methods		Brief Description	Weight	Aligned Course Learning Outcomes
A1. Individual Participation		Interactive lectures, in-class activities	20%	CLO1; CLO2; CLO3; CLO4

A2. Group project A3. Individual Project	Storytelling presentation Storytelling analysis	40% 40%	CLO2; CLO3; CLO4 CLO2; CLO3; CLO4
Total		100%	

STANDARDS FOR ASSESSMENT

Course Grade Descriptors

A+, A, A-	Student has consistently demonstrated an excellent grasp of organisational storytelling concepts, as evidenced by original or exceptionally astute analysis and synthesis of student work.
B+, B, B-	Student has demonstrated a substantial grasp of organisational storytelling concepts, as evidenced by above average performance in analysis and synthesis of student work.
C+, C, C-	Student has demonstrated a fair grasp of organisational storytelling concepts, as evidenced by average performance in analysis and synthesis of student work.
D+, D	Student has demonstrated limited grasp of organisational storytelling concepts, as evidenced by barely satisfactory performance in analysis and synthesis of student work.
F	Student has demonstrated very limited grasp of organisational storytelling concepts, as evidenced by poor performance in analysis and synthesis of student work.

Assessment Rubrics for Each Assessment

Individual Participation

Discussion and sharing in class will be considered in assigning points for individual participation

CLO	CLO1; CLO2; CLO3; CLO4
A+, A, A-	Extremely well-prepared for class activities, active in sharing views, participates in at least 90% of these activities
B+, B, B-	Partially prepared for class activities, quite active in sharing views, and participates in at least 80% of these activities
C+, C, C-	Not well-prepared for class activities, only occasionally sharing views, and participates in at least 70% of these activities
D+, D	Not well-prepared for class activities, no sharing of views, and participates in at least 60% of these activities
F	Never prepared for class activities, no sharing of views, and participates in less than 50% of these activities

Group Project – Storytelling Presentation

Each group is required to make a 15-minute storytelling presentation and facilitate a 10-minute Q&A session with the class. Each member of each group is required to present and speak during the Q&A. The instructor will assign a list of situations for each group to develop their organisational storytelling.

- **Relevance:** Organisational storytelling. Do you answer the assigned questions? Do you use the relevant materials to answer these questions?
- **Substance:** Development of a narrative. Is your story logically organised, easy to follow? If applicable, are your slides well-presented, free of grammatical or spelling errors?
- **Persuasiveness:** Group oral performance. Do you speak clearly and distinctly, at a proper pace, and without reading? Is the presentation well-coordinated?
- **Additivity:** Interaction at the Q&A session (input from other students and their questions are being considered). Do your responses or comments reflect active listening of the questions or comments of other class members? Are your answers or comments well-articulated, argued, and supported, such that others take note of the convincing nature of your points? Are your answers or comments respectful of your classmates' questions or comments?

CLO	CLO2; CLO3; CLO4
A+, A, A-	Very good to excellent ratings on some or all four criteria.

B+, B, B-	Good to very good ratings on some or all four criteria.
C+, C, C-	Fair to good ratings on some or all four criteria.
D+, D	Fair ratings on all four criteria.
F	Fail to present or submit the project.

Individual Project – Storytelling Analysis

Each student is required to develop and submit a 1000-word analysis of an example of organisational storytelling.

- Relevance: Storytelling analysis. Do you answer the assigned questions? Do you use the relevant materials to answer these questions?
- Analysis: Proper use of concepts studied in class. Do you refer to adequate concepts and examples to support your opinion?
- Effectiveness of writing: Writing of the analysis. Includes readability, flow, logic, and organization; writing mechanics, such as: is your business plan free of grammatical and spelling errors?

CLO	CLO2; CLO3; CLO4
A+, A, A-	Very good to excellent ratings on some or all three criteria.
B+, B, B-	Good to very good ratings on some or all three criteria.
C+, C, C-	Fair to good ratings on some or all three criteria.
D+, D	Fair ratings on all three criteria.
F	Fail to present or submit the project.

COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

Weeks	Class Activities and Assignments
Week 1	Syllabus ♦ Lecture/Discussion: <i>Introduction – What is Storytelling? 1</i> ♦ Readings/Case Discussion: TBD
Week 2	♦ Lecture/Discussion: <i>What is Storytelling? 2</i> ♦ Readings/Case Discussion: TBD
Week 3	♦ Lecture/Discussion: <i>Storytelling and Management 1</i> ♦ Readings/Case Discussion: TBD
Week 4	♦ Lecture/Discussion: <i>Storytelling and Management 2</i> ♦ Readings/Case Discussion: TBD
Week 5	♦ Lecture/Discussion: <i>The Question of Perception 1</i> ♦ Readings/Case Discussion: TBD
Week 6	♦ Lecture/Discussion: <i>The Question of Perception 2</i> ♦ Readings/Case Discussion: TBD ♦ Oral Presentation (s): TBD
Week 7	Reading Week
Week 8	♦ Lecture/Discussion: <i>The Question of Perception 3</i> ♦ Readings/Case Discussion: TBD ♦ Oral Presentation (s): TBD
Week 9	♦ Lecture/Discussion: <i>Understanding a Story 1</i> ♦ Readings/Case Discussion: TBD ♦ Oral Presentation (s): TBD
Week 10	♦ Lecture/Discussion: <i>Understanding a Story 2</i> ♦ Readings/Case Discussion: TBD ♦ Oral Presentation (s): TBD
Week 11	♦ Lecture/Discussion: <i>The effects of Good Storytelling</i>

	<ul style="list-style-type: none"> ◆ Readings/Case Discussion: TBD ◆ Oral Presentation (s): TBD
Week 12	<ul style="list-style-type: none"> ◆ Lecture/Discussion: <i>Effective Storytelling 1</i> ◆ Readings/Case Discussion: TBD ◆ Oral Presentation (s): TBD
Week 13	<ul style="list-style-type: none"> ◆ Lecture/Discussion: <i>Effective Storytelling 2</i> ◆ Readings/Case Discussion: TBD ◆ Oral Presentation (s): TBD ◆ Assignment Due: Individual Project

REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS

The instructor will provide course materials on Moodle.

MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

- conducting mid-term survey in additional to SETL around the end of the semester
- Online response via Moodle site
- Others: _____ SETL _____ (please specify)

COURSE POLICY

- Academic dishonesty is an assault upon the basic integrity and meaning of a University. Cheating, plagiarism and other forms of academic dishonesty are serious acts that erode the University's educational role and degrade the value of one's degree.
- All students should support and share responsibility for the academic integrity in the HKU community, as well as their own work. You are expected to:
 - Refrain from cheating, plagiarism or other forms of academic misconduct
 - Not to aid or abet others to commit any form of academic misconduct
 - Report to teacher or the Faculty Office about any incident of academic misconduct observed
- Plagiarism and cheating are extremely serious intellectual crime and will not be tolerated to any extent in HKU. Any act of plagiarism or cheating is a disciplinary matter that can result in serious consequences, including expulsion from the University.
- Please check the University Statement on plagiarism on the web: <http://www.hku.hk/plagiarism/>. Please also be familiar with the HKU regulations and policies on attendance, absence, examination, and copyright (e.g., HKU Undergraduate Student Handbook).

ADDITIONAL COURSE INFORMATION

I will send announcements about course schedules, assignments and readings via Moodle. Lecture slides and videos will be posted on Moodle after each lecture, but I will not send separate announcements about them. Cases will be available on Moodle one week before the discussion.