

**Programa de Asignatura**  
**Inspirando a través del Storytelling**

**A. General Background**

<b>1. Academic Unit</b>	Track Courses					
<b>2. Degree</b>	Entrepreneurship Track Course					
<b>3. Code</b>	TRE 167					
<b>4. Semester</b>	Bachillerato/Licenciatura.					
<b>5. Credits</b>	8					
<b>6. Subject Type</b>	Mandatory		Elective	X	Optional	
<b>7. Duration</b>	Bimonthly		Semi-annual	X	Annual	
<b>8. Weekly Modules</b>	Clases Teóricas	2	Clases Prácticas		Ayudantía	
<b>9. Academic Hours</b>	Clases	68	Ayudantía			
<b>10. Requirements</b>	None					

**B. Contributes to the Graduate Profile**

We live in an era where information is abundant, the problem is the way we use this information to communicate and use it in our advantage. Effective communication is a primordial skill in any environment, it is the way we communicate which tells more about us than the actual knowledge. *Storytelling* is the form in which people naturally communicate. Stories are therefore a powerful and effective means of communication for connecting with people. In business we can see *storytelling* is increasingly used in advertising today in order to build customer loyalty.

In this course we will learn the importance of effective communication and different techniques to achieve this, everyone will be encourage to tell their story and practice their performances skills. We will also learn about how storytelling is important for any entrepreneurship and leadership.

### C. Units, content and Learning Objectives

Units and Content	Competence	Learning Objectives
Unit 1: Introduction - Course Overview - Evaluation	<i>Communication</i> / <i>Entrepreneurship</i> and <i>Leadership</i>	Values the narrative for effective communication
Unit 2: The Speaker - Limiting beliefs - Main tools - Types of audiences - Body Language	<i>Communication</i> / <i>Entrepreneurship</i> and <i>Leadership</i>	Know the tools for the communication process
Unit 3: The Content - Structure - Storytelling	<i>Communication</i> / <i>Entrepreneurship</i> and <i>Leadership</i>	Know the structure of storytelling to attract an audience
Unit 4: Storytelling in business projects - Difference between a leader and a preacher - Entrepreneurs and leaders as storytellers - Tell your story	<i>Communication</i> / <i>Entrepreneurship</i> and <i>Leadership</i>	Apply storytelling techniques for your entrepreneurship

### D. Units of Content and Learning Objectives

#### E. Teaching Method

1. Lectures by professor
  2. In-class speaking assignments
  3. Debates about a subject
  4. Experiential learning
- Effective communication and public speaking
  - Storytelling as a guide to communicate in a better way
  - Differences between inspiration and preachers
  - Entrepreneurs and leaders as storytellers

## **F. Evaluation Strategy**

1. Speech one
2. Speech two
3. Evaluation by peers
4. Class project
5. Final presentation

Attendance requirements: Must have 75% of class attendance in order to pass.

## **G. Learning resources**

1. Gottschall, Jonathan (2013). *The Storytelling Animal: How Stories Make Us Human*
2. Anderson, Chris (2016). *TED Talks: The Official TED Guide to Public Speaking*
3. Duarte, Nancy (2010). *Resonate: Present Visual Stories that Transform Audiences*
4. Duarte, Nancy (2008). *Slide:ology: The Art and Science of Creating Great Presentations.*
5. Heath, Chip and Dan (2007). *Made to Stick: Why Some Ideas Survive and Others Die*

Other resources:

[www.ted.com](http://www.ted.com)

[www.tedx.com](http://www.tedx.com)