



UNIVERSITI TEKNOLOGI MARA

BAE509: STRATEGIC STORY TELLING (ARABIC LANGUAGE)

Course Name (English)	STRATEGIC STORY TELLING (ARABIC LANGUAGE) APPROVED
Course Code	BAE509
MQF Credit	3
Course Description	This course is designed to equip students with formal or in-formal presentation skill through the strategic storytelling. In this course Students will be introduced with principles and types of strategic storytelling. Students will be exposed with the narrative concepts and techniques in strategic storytelling to persuade and convince audiences to follow a course of action or to agree to a commitment, or to purchase a product or service.
Transferable Skills	Demonstrate professional skills, knowledge and competencies
Teaching Methodologies	Lectures, Blended Learning, Demonstrations, Practical Classes, Discussion, Presentation, Small Group Sessions , Role Play, Problem-based Learning
CLO	CLO1 Demonstrate advanced understanding to apply the concepts of strategic story telling and its techniques CLO2 Demonstrate good etiquette and professional values in strategic storytelling CLO3 Demonstrate effective persuasion and influencing skills to convince audiences
Pre-Requisite Courses	No course recommendations
Topics	<p>1. The theories of strategic storytelling</p> <p>1.1) Background of storytelling and strategic storytelling 1.2) The science of storytelling 1.3) Benefits of storytelling 1.4) Differences between Storytelling, Strategic Storytelling and other types of Public Speaking 1.5) Elements of a great storyteller 1.6) Rule and technique of Strategic Storytelling</p> <p>2. Strategic storytelling in Business and marketing</p> <p>2.1) Create winning strategies and drive business performance 2.2) Purposes/Benefits/the importance 2.3) WOW Moment 2.4) Methods of using storytelling in marketing 2.5) Techniques, Narrative storytelling and visual storytelling 2.6) Strategic storytelling in Leadership and Motivation 2.7) Strategic storytelling, Media, communication and digital marketing</p> <p>3. Idea pitching</p> <p>3.1) What is an Idea Pitch 3.2) Purposes/Benefits/the importance of Idea Pitch 3.3) Several types and effective steps of Idea pitch 3.4) What is an Elevator Pitch 3.5) Purposes/Benefits/the importance of Elevator Pitch 3.6) Elevator Pitch for students and job seeker 3.7) When to use an Elevator Pitch and Doing preparation 3.8) What to Avoid and Helpful Tips 3.9) How to Write an Elevator Pitch</p>

Assessment Breakdown				%	
Continuous Assessment				100.00%	
Details of Continuous Assessment					
	Assessment Type	Assessment Description	% of Total Mark	CLO	
	Presentation	Apply the techniques of strategic story telling	30%	CLO1	
	Presentation	Students present a strategic story telling on topic given	30%	CLO2	
	Presentation	Students participate in a idea pitching competition organized by course committee	40%	CLO3	
Reading List					
	Recommended Text	<ul style="list-style-type: none"> • Dave McKinsey 2014, <i>Strategic Storytelling: How to Create Persuasive Business Presentations</i>, CreateSpace Independent Publishing Platform California • Robert Strauss 2017, <i>Introducing Story-Strategic Methods: Twelve Steps toward Effective Engagement</i>, Wipf and Stock Origen ,USA 			
	Reference Book Resources	<ul style="list-style-type: none"> • Alexander Jutkowitz 2017, <i>The Strategic Storyteller : Content Marketing in the Age of the Educated Consumer</i>, John Wiley & Sons Inc New York • Cole Nussbaumer Knaflc 2015, <i>Storytelling with Data: A Data Visualization Guide for Business Professionals</i>, John Wiley & Sons Inc New York • Esther K. Choy 2017, <i>Let the Story Do the Work: The Art of Storytelling for Business Success</i>, AMACOM 			
Article/Paper List					
	Recommended Article/Paper Resources	<ul style="list-style-type: none"> • Vanessa Boris 2017, What Makes Storytelling So Effective For Learning? https://www.harvardbusiness.org/what-makes-storytelling-so-effective-for-learning/ • Chris Cancialosi 2015, The Strategic Narrative: A Better Way To Communicate Change https://www.business2community.com/strategy/strategic-narrative-better-way-communicate-change-01226840 			
	Other References	This Course does not have any other resources			