

COURSE DETAIL

STORYTELLING: GLOBAL BUSINESS COMMUNICATION

Country

Hong Kong

Host Institution

University of Hong Kong

Program(s)

University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

116

UCEAP Course Suffix**UCEAP Official Title**

STORYTELLING: GLOBAL BUSINESS COMMUNICATION

UCEAP Transcript Title

STRYTEL GLB BUS COM

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course examines organizational story telling skills through the study of works of fiction, memoirs, and speeches from around the world. It also studies the relationship between storytelling and management.

Language(s) of Instruction

English

Host Institution Course Number

MGMT3416

Host Institution Course Title

STORYTELLING: GLOBAL BUSINESS COMMUNICATION

Host Institution Campus

Host Institution Faculty

Faculty of Business and Economics

Host Institution Degree

Host Institution Department

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