

# 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 Course Details

<https://my.uceap.universityofcalifornia.edu/sites/default/files/host-course-syl...>

## Host Institution Campus

## Host Institution Faculty

Faculty of Business and Economics

## Host Institution Degree

## Host Institution Department

## Course Last Reviewed

2021-2022

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