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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