Programa de Asignatura.
Inspiring through Storytelling

A. General Background

1. Academic Unit	Track Courses						
2. Degree	Entrepreneurship Track Course						
3. Code	ETRI20191						
4. Location in the curriculum	Bachillerato/Licenciatura						
5. Credits	8						
6. Subject Type	Mandatory		Elective	X	Optional	
7. Duration	Bimonthly		Semestral	X	Annual	
8. Weekly Modules	Theoretical	2	Practical		Ayudantía	
9. Academic Hours	Classes	68	Teaching Assistance			
10. Requirements	None						

B. Contributes to the Graduate Profile

Bearing in mind the changes in the job market, mainly due to the global environment, diversity and interdisciplinary view, Universidad del Desarrollo has proposed to educate its students through an educational project that will develop new skills, competencies and knowledge in students. Students will receive a solid education in their branch of knowledge, consistent with the needs of the industry so that they can successfully enter their profession at the end of their undergraduate education. Track courses have thus been designed in the aim of helping students gain more enriching learning experiences through extra-disciplinary education that will prepare them for the changing world.

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 of Content and Learning Objectives

Generic Competencies	Learning Results
Communication	Design and implement a project, through teamwork, defining roles and responsibility according to their own strengths and weaknesses.
Entrepreneurship and Leadership	Analyze the implications of entrepreneurship and positive leadership in the decisions of a project, a country and the world. Be able to present his project orally, recognizing the importance of communication for its development.

D. Units, content and Learning Objectives

Units and Content	Competence	Learning Objectives
Unit 1: Introduction - Course Overview - Evaluation	*Communication / Entrepreneurship and Leadership*	Values the narrative for effective communication
Unit 2: The Speaker - Limiting beliefs - Main tools - Types of audiences - Body Language	*Communication / Entrepreneurship and Leadership*	Know the tools for the communication process
Unit 3: The Content - Structure - Storytelling	*Communication / Entrepreneurship and Leadership*	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	*Communication / Entrepreneurship and Leadership*	Apply storytelling techniques for your entrepreneurship

E. Teaching Method

1. Lectures by professor
2. In-class speaking assignments
3. Debates about a subject
4. Experiential learning

F. Evaluation Strategy

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

There is a mandatory attendance requirement for the course. Student can miss as a max 6 classes after the end of the "Drop-Add" process indicated in the respective academic calendar. The student who does not comply with this requirement will not have the right to take the final exam, according to the Academic Regulations of the Regular Student. In the case of students pursuing a law degree, their maximum absence will be of 4 classes completed the "Drop-Add" process up to the date established in the document "Procedure of Justifications of Absence in Track Courses for law students".

G. Learning resources
Mandatory:

- Gottschall, Jonathan (2013). The Storytelling Animal: How Stories Make Us Human
- Gallo, Carmine (2014). Talk like TED: The 9 Public Speaking Secrets Of The World's Top Minds
- Gallo, Carmine (2018). The Storyteller's Secret : How TED Speakers and Inspirational Leaders Turn Their Passion into Performance

Complementary

- Anderson, Chris (2016). TED Talks: The Official TED Guide to Public Speaking
- Duarte, Nancy (2010). Resonate: Present Visual Stories that Transform Audiences
- Duarte, Nancy (2008). Slide: ology: The Art and Science of Creating Great Presentations.
- Heath, Chip and Dan (2007). Made to Stick: Why Some Ideas Survive and Others Die

Other resources:

www.ted.com
www.tedx.com