



蘇州大學
Soochow University

COM 407 Storytelling in Organization

Summer 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

Discover the trans-formative potential of strategic storytelling in organizational contexts. Explore the art of crafting captivating narratives to engage stakeholders, shape culture, and inspire leadership. Through interactive sessions and real-world examples, develop practical skills to drive change, foster engagement, and navigate challenges fluidly in dynamic business environments.

Upon Completion of this Course, students will be able to:

1. Learn foundational theories and principles applicable to organizational, digital, and media environments.
2. Explore how narrative processes shape organizational identities, change, brand image, voice, and culture in ways.
3. Discover how narrative strategies can be applied effectively to drive organizational goals and initiatives.
4. Develop the ability to apply theoretical information in real-world situations, promoting successful communication in a variety of organizational contexts.

PREREQUISITES

COM 219 Organizational Communication Strategies

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:



ITEM	POINTS
Quizzes	20 Points
Assignments	30 Points
Midterm	20 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Karin Thier, *Storytelling in Organizations*, 1st Edition, Springer, 2018.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	<p>Topics: Topic 1: Stories in Organizations Topic 2: The “Storytelling” Method Topic 3: The Tenor of Narrative Management Topic 4: How Organizations Benefit from Learning Histories</p> <p>Assessments: Quiz#1 Assignment#1</p>
Module 2	<p>Topics: Topic 5: Storytelling in Knowledge Management Topic 6: Storytelling for the Documentation of Important Projects Topic 7: Storytelling for the Analysis of Organizational Culture Topic 8: Storytelling in Change Processes</p> <p>Assessments: Quiz#2</p>



	Assignment#2
Module 3	Topics: Topic 9: Storytelling in Networks, Clusters and Cooperation Topic 10: Storytelling in Conflict Management Topic 11: Evaluation and Efficacy of Storytelling Topic 12: The Storytelling Procedure Assessments: Midterm Exam Quiz#3
Module 4	Topics: Topic 13: Planning Phase Topic 14: Writing Phase Topic 15: Validation Phase Topic 16: Dissemination Phase Assessments: Quiz#4 Assignment#3
Module 5	Topics: Topic 17: Evaluation of the Storytelling Method in the Organization Topic 18: Other Methods and Variants of Storytelling Topic 19: Stories to Decipher the Unofficial Culture of an Organization Topic 20: Outlook: Short Variants of Storytelling Assessments: Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share



with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.



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Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.