

# Storytelling and Self-Management

**EM054M95B**

## Program

**PGE**  
PGE 2A - FINANCE - COMPTABILITE

## UE

Storytelling and Self-Management

## Semester

B

## Discipline

Interpersonal development techniques

## Contact hours

27 H

## Number of spots

30

## ECTS

5

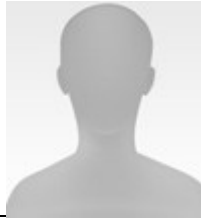
## Open to visitors

Yes

## Language



## Coordinator



Stéphane DANGEL

## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Stéphane DANGEL	<a href="mailto:sdangel@unistra.fr">sdangel@unistra.fr</a>	27 h

### Pedagogical contribution of the course to the program

**Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable**

Effectively argue his ideas orally and in writing with a professional posture

**Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"**

Communicate in a professional context in (foreign) languages, in writing and/or orally

### Description

Students will familiarise with proven "storytelling" techniques to produce various forms of personal accounts designed to enhance their international job search and future career development.

### Teaching methods

#### Face-to-face

- Lectures
- Tutorials
- E-learning

### In group

- Exercises
- Oral presentations
- Case studies/texts

### Interaction

- Discussions/debates
- Games (educational, role play, simulation)
- Personal accounts

### Others

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **identify** their core strengths, values and professional potential as well as their career objectives
  - - (level 2) **explain** what added value their personal assets can bring to the workplace
  - - (level 3) **apply** the acquired knowledge into persuasive personal narratives
  - - (level 4) **experiment** with how to make a positive impact on their audiences
  - - (level 5) **evaluate** the relevance of a chosen narrative content, form and delivery to a given job-hunting /business context
  - - (level 6) **assemble** a relevant database of personal stories to be used in job-hunting and business situations
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### Affective domain

Upon completion of this course, students should be able to

- - (level 3) **accept** to share as part of a give-and-take process
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## Outline

Building your Pinterest / Instagram account  
- CV writing (experience section)  
ASSESSED BACKSTORY PRESENTATIONS

Session 8

## WRITTEN ASSIGNMENT II DUE DATE

- Cover letters
- Job interviews, job appraisals, project descriptions, etc.

## ASSESSED BACKSTORY PRESENTATIONS

### Session 9

- Job interviews, job appraisals, project descriptions, etc. (above work continued)
- Final questions and additional tips
- Conclusion : your course feedback story

## ASSESSED BACKSTORY PRESENTATIONS

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## **No prerequisite has been provided**

### Knowledge in / Key concepts to master

A minimum level of spoken and written English is required : B2

(<https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=090000168045bb52>)

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## **Teaching material**

### Mandatory tools for the course

- Computer

### Documents in all formats

- Newspaper articles
- Case studies/texts
- Worksheets

### Moodle platform

- Upload of class documents
- Interface to submit coursework

### Software

**No items in this list have been checked.**

### Additional electronic platforms

**No items in this list have been checked.**

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## Recommended reading

Main reading material

A more thorough bibliography/webography will be handed out in the first session.

- Steve Denning - <http://www.stevedenning.com/site/Default.aspx>
- Terence Gargiulo, "Stories at Work: Using Stories to Improve Communication And Build Relationships" (2006)
- Annette Simmons, "The Story Factor" (2006)- <http://www.annettesimmons.com/books/the-story-factor/>
- <http://astoriedcareer.com/>
- <https://thalerpekar.com/resources/>
- <https://www.anecdote.com/blog/>

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Additional literature

Stéphane DANGEL - Storytelling minute 170 histoires prêtes à l'emploi pour animer vos interventions - Eyrolles, janvier 2014

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## EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

Stéphane DANGEL, Patricia TEHAMI, « Storytelling and Self-Management » : Les Frontières du vécu à la croisée des cultures dans le cadre d'un cours de Développement Personnel et Professionnel à EM Strasbourg Business School (Actes du 43e Congrès UPLEGESS, Strasbourg, 27-30 mai 2015, p. 201-208)

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## Assessment

### List of assessment methods

**Intermediate assessment / continuous assessment** Other (date, pop quiz, etc.) : Sessions 6 to 9  
Written and oral (300 Min.) / Individual / English / Weight : 50 %

**Details :** Throughout the course 1° One-page story: 20% Session 6 - 2° Elevator Pitch: 10% Session 8 - Backstory presentation (in the last 2 or 3 sessions) and regular class contribution: 20%

**Final evaluation** Exam week

Written (120 Min.) / Individual / English / Weight : 50 %

**Details :** No class notes or documents will be allowed