



## Course syllabus

School of Business and Economics

Department of Marketing

4FE910 Storytelling in and about organizations, 7,5 högskolepoäng

4FE910 Storytelling in and about organizations, 7.5 credits

### **Main field of study**

Business Administration

### **Subject Group**

Business Administration

### **Level of classification**

Second Level

### **Progression**

A1N

### **Date of Ratification**

Approved 2020-06-24

Revised 2022-03-14 by School of Business and Economics. Language adjustment of objectives and content, as well as updating of standard texts.

The course syllabus is valid from autumn semester 2022

### **Prerequisites**

General entry requirements for second-cycle studies, plus specific entry requirements:

- Bachelor degree within the main field of studies in business administration, social sciences, humanities, or the equivalent.
- English 6, or the equivalent.

## Objectives

After completing this course the student should be able to:

- describe and discuss how people and organizations make sense of the world through storytelling
- describe and discuss how stories are structured
- identify and critically analyze storytelling in various organisational practices
- apply theories about storytelling to craft, enact and evaluate an efficient story in an organizational context

## Content

The course contains:

- theories of storytelling
- storytelling, sensemaking and argumentation
- the structure of stories
- crafting, enacting and evaluating persuasive stories
- digital storytelling
- storytelling across cultures

## Type of Instruction

Teaching is carried out as distance learning with help from a learning platform and consists of self-studies based on instructions from the course coordinator, participation in group assignments, and writing papers, as individuals or in groups. The course requires access to a computer and the internet. The course has no compulsory meetings on campus.

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through two assignments:

Assignment 1 examines objective 1-3. It includes an empirical study and a theoretically informed analysis, presented in a written report (4.5 credits).

Assignment 2 examines objective 2 and 4. It includes a theoretically informed problematization of an organizational issue, followed by the crafting of a persuasive story that addresses the organizational issue, presented in a written report (and in/on other suitable media) (3 credits).

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

## Required Reading and Additional Study Material

### Required reading

Czarniawska, B. *Narratives in social science research*. London: Sage Publications.

Latest edition. About 160 pages.

Fog, K., Budtz, C., Munch, P. & Blanchette, S. *Storytelling – Branding in Practice*. (Second Edition.) Berlin, Heidelberg: Springer Berlin Heidelberg. Latest edition. About 250 pages.

**Additional study material**

Scientific articles. About 200 pages.