

GSP194 Communication and the Story of Self

Level: 1

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

This course focuses on the development of self-identity as a foundation for effective communication and leadership. Participants will learn and practise the core skills of narrative building and story-telling, and learn how to leverage the unique self as a core strength and asset in approaching one's problem-solving and leadership. The course takes a practical approach, with assignments taking the form of live presentations and the construction of tangible marketable assets such as one's resume and introductory video.

Topics:

- Identity-building as a foundation
- Motivating values: values, emotion, action
- Public narrative: the art of self, us, now
- Crafting my story of self
- Understanding the lens through which I see
- Identifying the opportunity in me
- Persuasive communication
- Public speaking
- Building presence and trust
- Creating my public narrative: presentation/video
- Creating my public narrative: linkedIn
- Creating my public narrative: resume

Learning Outcome:

- Describe the use of self as a tool for effective communication and leadership
- Explain how identity and values drive motivation and action
- Discuss their own driving values
- Identify opportunities and perspectives through the lens of their unique self
- Develop a personal narrative on the story of self
- Present the story in front of an audience to effectively communicate one's driving values
- Write compelling communication pieces in the form of marketable assets such as a short presentation in front of an audience, their LinkedIn profile, a video, or personal resume.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRESENTATION 1	25
	REFLECTION JOURNAL 1	30

Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	15
	REFLECTION JOURNAL 2	30
Total		100