

2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50

VAC058	THE ART OF STORY TELLING
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

This course is designed to empower participants with the knowledge and skills to craft and deliver compelling stories. Storytelling is a powerful tool in various contexts, from personal anecdotes to professional presentations and marketing. Participants will explore the principles of storytelling, narrative techniques, and the psychology of engaging an audience through stories.

Course Objectives

The student will be able to:

- Understand the significance of storytelling in communication and connection.
- Develop the ability to identify and create engaging narratives.
- Learn techniques for crafting well-structured and emotionally resonant stories.
- Enhance public speaking and presentation skills.
- Explore the use of storytelling in marketing, branding, and leadership.
- Analyze and appreciate the diversity of storytelling traditions and mediums.
- Apply storytelling in practical scenarios and real-world contexts.

Course Outcomes

Upon successful completion of this course, students will be able to:

CO1: Explain the importance of storytelling in effective communication and connection.

- CO2: Identify and create compelling narratives for various purposes.
 CO3: Craft well-structured and emotionally engaging stories.
 CO4: Deliver captivating public speeches and presentations.
 CO5: Apply storytelling techniques in marketing, branding, and leadership.
 CO6: Appreciate the richness of storytelling traditions and mediums.
 CO7: Use storytelling effectively in practical situations and contexts.

Course Content

Module 1: Introduction to Storytelling 2 hours

- The Power and Significance of Storytelling
- Historical and Cultural Contexts of Storytelling
- Personal vs. Professional Storytelling
- Ethical Considerations in Storytelling

Module 2: Identifying Engaging Narratives 3 hours

- Elements of a Good Story
- Storytelling Across Genres and Mediums
- Finding and Recognizing Stories in Everyday Life
- Developing a Storyteller's Mindset

Module 3: Crafting Compelling Stories 4 hours

- Story Structure: Beginning, Middle, End
- The Hero's Journey and Other Narrative Models
- Character Development and Emotional Resonance
- Pacing, Tension, and Resolution

Module 4: Public Speaking and Presentation Skills 5 hours

- Storytelling as a Public Speaking Tool
- Body Language and Voice Modulation
- Connecting with the Audience
- Overcoming Stage Fright and Nervousness

Module 5: Storytelling in Marketing and Branding 4 hours

- Brand Storytelling: Building Emotional Connections
- Using Stories in Marketing Campaigns
- Storytelling in Content Marketing and social media
- Measuring the Impact of Brand Stories

Module 6: Storytelling in Leadership and Communication 3 hours

- Storytelling in Leadership and Decision-Making
- Communicating Vision and Values through Stories
- Storytelling in Team Building and Motivation
- Conflict Resolution and Negotiation through Stories

Module 7: Diversity of Storytelling

3 hours

- Exploring Global Storytelling Traditions
- Storytelling in Different Mediums: Oral, Written, Visual, and Digital
- Storytelling for Children and Adults
- Adapting Stories for Different Audiences

Module 8: Practicum and Application

6 hours

- Storytelling Workshops and Exercises
- Crafting and Sharing Personal and Professional Stories
- Storytelling in Real-World Scenarios
- Final Storytelling Presentation and Discussion

Practicum

The course includes a practicum where participants will engage in storytelling workshops, craft personal and professional stories, and apply storytelling in real-world scenarios. This hands-on experience allows students to put their knowledge into practice.

Textbooks

1. Pink, D. H. (2006). A Whole New Mind: Why Right-Brainers Will Rule the Future. Riverhead Books.
2. McKee, R. (1997). Story: Substance, Structure, Style, and the Principles of Screenwriting. ReganBooks.
3. Heath, C., & Heath, D. (2007). Made to Stick: Why Some Ideas Survive and Others Die. Random House.
4. Simmons, A. (2007). The Story Factor: Inspiration, Influence, and Persuasion through the Art of Storytelling. Basic Books.
5. Guber, P. (2011). Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story. Crown Business.

Reference Books

1. Berger, J. (2013). Contagious: How to Build Word of Mouth in the Digital Age. Simon & Schuster.
2. Brown, B. (2012). Daring Greatly: How the Courage to Be Vulnerable Transforms the Way We Live, Love, Parent, and Lead. Avery.



K.R. MANGALAM UNIVERSITY
E D U C A T I O N F O R L I F E
(Recognized by UGC and a member of AIU)

Ref.No.: KRMU/Admin./Notice/2020-21/ 2109(C) Dated: 08th December, 2020

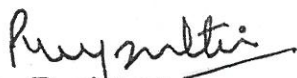
NOTICE

This is to put for information that School of Humanities is offering Value-Added Course (VAC) for all interested students during Even Semester as per the following specifications.

Course Code	Course Title	Coordinating Department / School	Duration
VAC049	Ethics and Culture	SOHS	30 Hrs.
VAC051	Positive Psychology and Work Life	SOHS	30 Hrs.
VAC053	Psychological First Aid	SOHS	30 Hrs.
VAC058	The Art of Storytelling	SOHS	30 Hrs.
VAC062	Mindfulness and Wellbeing	SOHS	30 Hrs.
VAC064	Creative Writing	SOHS	30 Hrs.
VAC106	Indian Constitution	SOHS	30 Hrs.

- a) *Maximum 100 seats are available for the course.*
- b) *Course Start Date: 02 January 2021*
- c) *Couse End Date: 19 March 2021*

All interested students are required to confirm their registration with the Dean-School of Humanities latest by **21th December, 2020**


Registrar

Copy to:

- Vice Chancellor : For kind information
- Dean (Academics Affairs)
- Controller of Examinations
- All Deans/ School Coordinators
- All Faculty Members/ Mentors
- Notice Board
- Office Copy


Registrar
K.R. Mangalam University
Sohna Road, Gurugram (Haryana)



VAC COURSE FOR ACADEMIC YEAR 2020-21

COURSE CODE: VAC058

COURSE TITLE: THE ART OF STORYTELLING

ROLL NO	NAME	PROGR AMME	SEMESTER	2-Jan-21	3-Jan-21	4-Jan-21	7-Jan-21	9-Jan-21	10-Jan-21	11-Jan-21	14-Jan-21
1911270001	SHAGUN PRAKASH	B.Ed.	Semester IV	P	P	P	P	P	P	P	P
1911270002	SEEMA RANI	B.Ed.	Semester IV	P	P	P	P	P	P	P	P
1911270003	ROŞILIN JAMES	B.Ed.	Semester IV	P	P	P	P	P	P	P	P
1911270004	MARY GLADYS KHALKHO	B.Ed.	Semester IV	P	P	P	P	P	P	P	P
1911270005	ANSHITA TYAGI	B.Ed.	Semester IV	P	P	P	P	P	P	A	P
1911270007	MANISHA KASHANIA	B.Ed.	Semester IV	P	P	A	P	P	P	P	P
1911270008	RUBY YADAV	B.Ed.	Semester IV	P	P	P	P	P	P	P	P

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DEAN - SOHS

K.R. Mangalam University

Sohna Road, Gurugram, Haryana-122103

COURSE INCHARGE



VAC COURSE FOR ACADEMIC YEAR 207-21

COURSE CODE: VAC058

COURSE TITLE: THE ART OF STORYTELLING

ROLL NO	NAME	15-Jan-21	16-Jan-21	18-Jan-21	21-Jan-21	24-Jan-21	28-Jan-21	30-Jan-21	1-Feb-21	4-Feb-21	5-Feb-21
1911270001	SHAGUN PRAKASH	P	P	A	P	A	A	P	P	P	A
1911270002	SEEMA RANI	P	P	P	P	P	P	P	P	P	P
1911270003	ROSILIN JAMES	P	P	P	A	P	P	P	P	P	P
1911270004	MARY GLADYS KHALKHO	P	P	P	P	A	P	P	P	P	A
1911270005	ANSHITA TYAGI	P	P	P	P	A	P	P	P	A	P
1911270007	MANISHA KASHANIA	P	P	P	P	P	P	P	P	P	P
1911270008	RUBY YADAV	P	P	P	P	P	P	P	P	P	P

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VAC COURSE FOR ACADEMIC YEAR 2020-21

COURSE CODE: VAC058

COURSE TITLE: THE ART OF STORYTELLING

ROLL NO	NAME	6-Feb-21	7-Feb-21	8-Feb-21	11-Feb-21	12-Feb-21	14-Feb-21	15-Feb-21	19-Feb-21	22-Feb-21	25-Feb-21
1911270001	SHAGUN PRAKASH	P	A	A	P	P	A	P	P	P	P
1911270002	SEEMA RANI	P	A	P	P	P	P	P	A	P	P
1911270003	ROSILIN JAMES	P	P	P	P	P	A	A	A	A	P
1911270004	MARY GLADYS KHALKHO	P	P	A	A	P	P	P	P	P	P
1911270005	ANSHITA TYAGI	P	P	P	A	P	P	P	P	A	P
1911270007	MANISHA KASHANIA	P	P	P	P	P	P	P	P	P	P
1911270008	RUBY YADAV	P	A	P	P	P	P	P	A	P	P

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ROLL NO	NAME	1-Mar-21	6-Mar-21	12-Mar-21	14-Mar-21	15-Mar-21	18-Mar-21	19-Mar-21	TOTAL	Present	Percentage
1911270001	SHAGUN PRAKASH	P	P	P	P	P	P	A	35	27	77.14
1911270002	SEEMA RANI	A	P	P	P	A	P	P	35	31	88.57
1911270003	ROSILIN JAMES	P	A	A	P	P	P	P	35	28	80.00
1911270004	MARY GLADYS KHALKHO	P	P	P	P	A	P	P	35	30	85.71
1911270005	ANSHITA TYAGI	A	P	P	P	A	P	P	35	28	80.00
1911270007	MANISHA KASHANIA	P	P	A	P	A	P	P	35	32	91.43
1911270008	RUBY YADAV	A	P	P	P	A	P	P	35	31	88.57

Maulikhandy
COURSE INCHARGE

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K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

VALUE ADDED COURSE (VAC)

ACADEMIC YEAR 2020-21

COURSE CODE: VAC058

COURSE TITLE: THE ART OF STORYTELLING

COURSE OFFERED BY: SCHOOL OF HUMANITIES (SOHS)

LIST OF STUDENTS COMPLETING THE COURSE

S.NO	SESSION	ROLL NO	NAME	PROGRAM	SEMESTER	COURSE CO	COURSE TITLE	SCHOOL
1	2020-21	1911270001	SHAGUN PRAKASH	B.Ed.	Semester IV	VAC058	THE ART OF STORYTELLING	SCHOOL OF EDUCATION (SOED)
2	2020-21	1911270002	SEEMA RANI	B.Ed.	Semester IV	VAC058	THE ART OF STORYTELLING	SCHOOL OF EDUCATION (SOED)
3	2020-21	1911270003	ROSILIN JAMES	B.Ed.	Semester IV	VAC058	THE ART OF STORYTELLING	SCHOOL OF EDUCATION (SOED)
4	2020-21	1911270004	MARY GLADYS KHALKHIC	B.Ed.	Semester IV	VAC058	THE ART OF STORYTELLING	SCHOOL OF EDUCATION (SOED)
5	2020-21	1911270005	ANSHITA TYAGI	B.Ed.	Semester IV	VAC058	THE ART OF STORYTELLING	SCHOOL OF EDUCATION (SOED)
6	2020-21	1911270007	MANISHA KASHANIA	B.Ed.	Semester IV	VAC058	THE ART OF STORYTELLING	SCHOOL OF EDUCATION (SOED)
7	2020-21	1911270008	RUBY YADAV	B.Ed.	Semester IV	VAC058	THE ART OF STORYTELLING	SCHOOL OF EDUCATION (SOED)

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This is to certify that **SHAGUN PRAKASH**, University Enrolment No **1911270001** of **B.Ed.** programme has successfully qualified **VALUE ADDED COURSE VAC058 (The Art of Storytelling)** during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

Shagun

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This is to certify that **SEEMA RANI**, University Enrolment No **1911270002** of **B.Ed.** programme has successfully qualified **VALUE ADDED COURSE VAC058 (The Art of Storytelling)** during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

h. shajam

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This is to certify that **ROSILIN JAMES**, University Enrolment No **1911270003** of **B.Ed.** programme has successfully qualified **VALUE ADDED COURSE VAC058 (The Art of Storytelling)** during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

h. mahajan

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This is to certify that **MARY GLADYS KHALKHO**, University Enrolment No **1911270004** of **B.Ed.** programme has successfully qualified **VALUE ADDED COURSE VAC058 (The Art of Storytelling)** during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

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This is to certify that **ANSHITA TYAGI**, University Enrolment No **1911270005** of **B.Ed.** programme has successfully qualified **VALUE ADDED COURSE VAC058 (The Art of Storytelling)** during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

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This is to certify that **MANISHA KASHANIA**, University Enrolment No **1911270007** of **B.Ed.** programme has successfully qualified **VALUE ADDED COURSE VAC058 (The Art of Storytelling)** during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

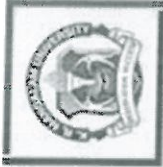
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This is to certify that **RUBY YADAV**, University Enrolment No **1911270008** of **B.Ed.** programme has successfully qualified **VALUE ADDED COURSE VAC058 (The Art of Storytelling)** during Academic Session **2020-21 (Even Semester)**.

Date: 23.08.2021

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