

Course Title	Code	Semester	L+P Hour	Credits	ECTS
Entrepreneurship and Storytelling Techniques for Business Purposes	MED 619	2	60 Hours		2

#### GENERAL INFORMATION

<b>Prerequisites</b>	Completing of freshman year courses
<b>Coordination Committee</b>	6 <sup>th</sup> floor room number 1036
<b>Email address for inquiries</b>	turgay.isbir@yeditepe.edu.tr
<b>Attendance</b>	Students are required to attend at least 80% of the classes/practices
<b>Language of Instruction</b>	English
<b>Course Level</b>	UG
<b>Course Type</b>	Elective
<b>Course Coordinator</b>	Doç Dr Çağatay ACUNER
<b>Instructors</b>	Doç Dr Çağatay ACUNER Tayfun BIRAKOĞLU ; <a href="mailto:tbirakoglu@sagesseconsultancy.com">tbirakoglu@sagesseconsultancy.com</a> Esra Yıldız
<b>Goals</b>	Participants will describe storytelling in business and workspace techniques to make smart decisions, communicate better, think creatively and use this modern technique to manage their relations with their patients.
<b>Content</b>	Strategies for storytelling techniques and applications

#### COURSE LEARNING OUTCOMES

Students who take this course will	Teaching Methods	Assessment Methods
Be able to use storytelling techniques in workplace to make decisions, communicate better and think creatively	1,2,3	A,B
Be able to use storytelling techniques	1,2,3	A,B
<b>Teaching Methods:</b>	1:Lecture 2-Small Group Workshops 3-Homework	
<b>Assessment Methods:</b>	A: Exam; B:Homework Evaluation	

#### COURSE CONTENT

Week	Topics	Study Materials
1	Concept of Storytelling and Usage	Lecture Notes & Small Groups Guideline
2	Storytelling for better communication skills	Lecture Notes & Small Groups Guideline
3	Storytelling for better team management	Lecture Notes & Small Groups Guideline
4	Storytelling for creative thinking	Lecture Notes & Small Groups Guideline
5	Storytelling for constructive criticism in workplace	Lecture Notes & Small Groups Guideline
6	Storytelling Techniques	Lecture Notes & Small Groups Guideline
7	Storytelling in Indigenous Cultures for Visionary Perspective	Lecture Notes & Small Groups Guideline
8	Midterm exam	
9	Workshop I: Subliminal Messages in Famous Stories and Deep thought concept for Med	Lecture Notes & Small Groups Guideline
10	Workshop II: Subliminal Messages in Famous Animations and Deep thought concept for Med	Lecture Notes & Small Groups Guideline
11	Workshop III: Recreation in Storytelling &What if Process to think possibilities	Lecture Notes & Small Groups Guideline

12	Workshop IV: Inside Out Technique in Storytelling to compare pro' and con' for a decision	Lecture Notes & Small Groups Guideline
13	Team Work & Presentations	
14	Final exam	

COURSE MATERIALS	
<b>Text Books</b>	Lecture Notes
<b>Additional Resources</b>	-

ASSESSMENT		
	NUMBER	PERCENTAGE
Midterm Exam	1	25
Assignments (Homework)	1	25
Evaluation of Group Presentations	1	5
Final Exam	1	45
<b>Total</b>		100

ECTS ALLOCATION			
Activity	Quantity	Duration(Hours)	TotalWorkload(Hours)
Lectures	11	1	11
Independent learning	27	1	27
Site visit	-	-	-
Big Team Work and Presentations	1	2	2
Mid-term exam	1	2	2
Small GroupWorks	11	1	11
Assignments	1	5	5
Final exam	1	2	2
Total Work Load			60
Total Work Load / 30 (h)			2
ECTS Credits			2

CONTRIBUTION TO PROGRAM OUTCOMES						
No	Program Learning Outcomes	Contribution				
		1	2	3	4	5
PO.1.2.1.	throughout his/her career, communicates effectively with health care beneficiaries, co-workers, accompanying persons, visitors, patient's relatives, care givers, colleagues, other individuals, organizations and institutions.		X			
PO.1.2.4.	communicates with all stakeholders taking into consideration the socio-cultural diversity.		X			

