國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：Joey Andrew Lucido Santos

Instructor:Joey Andrew Lucido Santos

課程名稱：管理溝通故事力：專業英文溝通

Course Title：Strategic Storytelling in Management Communication

2026/11/3

課程代號：FE2142701 Course Code 學分數：2 Credits	必選修：選修/半學年 Required/Electve:Elective/Half Yr. 先修課程： Prerequisites
節次教室：T8(TR-514) T9(TR-514) Time/Location	
專業核心能力： Core Professional Competencies	□ 專業英語(ESP/EAP)運用、溝通能力 □ 批判性思考及問題解決能力 □ 溝通、協調、合作的能力 □ 多元文化及跨文化溝通能力
課程網址： Course Website	
課程宗旨： Course Objectives	Storytelling has become a vital tool in the workplace. It is now considered as an essential skill among professionals. Cognizant of such demand, this course is directed towards producing strategic and competent storytellers across management settings. The course provides theoretical and practical frameworks that aim to instill an advanced understanding of storytelling. It trains students in applying storytelling techniques in management communication. It emphasizes on the strategic use of storytelling in both leadership roles and in various organizational contexts. Specifically, the course hopes to: • Acquaint students with advanced storytelling techniques; • Equip students with theoretical and practical frameworks of storytelling in management communication; • Cultivate a strong strategic mindset in the use of storytelling in various organizational contexts; • Write stories that are strategically designed for specific purposes; and • Deliver impactful stories that move people.
課程大綱： Outline of Lectures	

本課程主題分為三大部分：(一)故事力的基本構成要素、(二)管理與組織中的故事力應用，及(三)說故事的策略。涵蓋的主題如下：
1. 故事的元素
2. 故事力的口語溝通技巧
3. 故事力的情緒掌控
4. 故事力的說服力
5. 管理溝通中的故事力
6. 跨組織文化的故事力
7. 增進組織管理的故事力
8. 運用故事力增強領導力 The course is divided in three parts: the introduction of storytelling tools (1-4), application of storytelling in management and organization settings (5-6), and strategic storytelling (7-8).
1. Elements of Storytelling
2. Speech Communication techniques in Storytelling
3. Emotional Management in Storytelling
4. Language of Persuasion in Storytelling
5. Storytelling in Management Communication
6. Storytelling across Organizational Cultures
7. Strategic Storytelling Management in Organizations
8. Strategic Storytelling as a Leadership Tool
9. Digital Storytelling
10. Idea Pitching

授課方式：
Method of Instruction

講授 Lecture：30%

分組討論 Group discussion：10%

案例研討 Case study：0%

操做練習 Practical exercises：60%

講授 Lecture：%

教科書：
Textbooks

Biesenbach, R. (2018). Unleash the power of storytelling: Win hearts, change minds, get results. Eastlawn Media.
Denning, S. (2011). The leader’s guide to storytelling: Mastering the art and discipline of business narrative. Wiley.
Dicks, M. (2018). Storyworthy: Engage, each, persuade, and change your life through the power of storytelling. New World Library.
Goaz, O.G. (2022). Effective storytelling: Step by step.

參考書目：
References

Kane, B. (2018). One million followers: How I built a massive social following in 30 days.
BenBella Books.
Knaflic, C. N. (2023). Storytelling with you: Plan create, and deliver a stellar presentation.
Wiley.
Kurnoff, J & Lazarus, L. (2021). Everyday business storytelling.
Wiley.
Norris, D. (2020). The storytelling code: 10 simple rules to shape and tell a brilliant story.
Rockridge Press.

修課須知：
Notice

評量方式：
Grading

Attendance and Participation 10%
Personal Storytelling 10%
Leadership Storytelling 15%
Crisis storytelling 15%
Digital Storytelling 20%
Idea Pitch 20%
Reflection Essay 10%
Total 100%

備註說明： The course is delivered in 100% English
Notes