

Creative Writing

UGRA_001721

Departments	Department of Society, Politics and Sustainability
Teaching Languages	English
ECTS	2
Teacher responsible	Iñesta Codina Ana - ana.inesta@esade.edu

Course Goals

At the end of this course, you will have:

- applied the writing concepts and tools worked on in the course to write a short story,
- read and provided feedback on your classmates' short story,
- received feedback, revised and rewritten your own short story,
- reflected upon your learning during the writing process.

Prerequisites

No prerequisites are necessary to participate in this course.

Teaching methodology

This course is characterized by a hands-on quality, developing according to a workshop methodology which will propose you to do things (write your short story, provide and receive feedback, revise and rewrite) and to reflect upon them and on your learning process.

Articulated around a project-based methodology, the course invites you to write the best (most necessary) story for the world to thrive, and to do so by working from a product design perspective.

Specifically, you will work in teams during the first half of the course to develop a prototype of your story. Once developed, you will test it by sharing it with sample users/readers and by interviewing them to collect insights on the elements that work most efficiently and the elements where there is room for improvement.

In the second half of the course, you will work individually on the story, making personal decisions based on the insights collected in prototype testing 1 and developing your personal story prototype 2 which you will test on the last day of class with 2 of your classmates. The insights you collect from their feedback will help you develop your story until its final version.

Description

Short description

What is the world about? Which forces make it move (love, fear, power) and how? What is our place in it? Who are we and who do we aspire to be? These are some of the questions that great writers have explored through the stories they told and the characters they brought to life.

The results of this exploration (a deeper self-knowledge, the discovery and/or development of a life purpose, a more profound understanding of 'the other'...) are at the heart of the professional excellence and social responsibility the Bachelor of Business Administration - BBA aims to develop in its students.

Creative writing provides opportunities to develop these values.

This course will propose you a) to write your own original short story, b) to provide and receive feedback, c) to revise and rewrite your drafts and d) to reflect upon your writing process.

Activities

Teamwork

Vision Backcasting to identify the best story for the world

Main character design task

Story design task

Story prototype testing

Providing feedback to classmates on their story

Project development and presentation

Writing your short story

Learning process videolog

Content

#	Topic
1	The hero/heroine's journey
2	The character
3	Theme and plot
4	Point of view
5	Time and place

Assessment

Tool	Assessment tool	Category	Weight %
Individual or team exercises	Writing your short story	Retake and ordinary round	50.00%
Individual or team exercises	Providing feedback to classmates	Retake and ordinary round	30.00%
Individual or team exercises	Reflecting upon your learning process	Retake and ordinary round	20.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 1 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 1 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
DBAI23 Year 1 (Optative)

GBL24-Double Degree in Business Administration and Global Governance, Economics and Legal Order (Undergraduates: Business)
GBL24 Year 1 (Optative)