



## Course Specifications

<b>Course Title:</b>	<b>Crisis Management</b>
<b>Course Code:</b>	<b>ADMN 316</b>
<b>Program:</b>	<b>Bachelor of Business Administration</b>
<b>Department:</b>	<b>Business Administration</b>
<b>College:</b>	<b>College of Business Administration</b>
<b>Institution:</b>	<b>Jazan University</b>

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## A. Course Identification

<b>1. Credit hours:</b>	<b>3</b>
<b>2. Course type</b>	
a.	University <input type="checkbox"/> College <input checked="" type="checkbox"/> Department <input type="checkbox"/> Others
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
<b>3. Level/year at which this course is offered:</b>	<b>Level 6</b>
<b>4. Pre-requisites for this course (if any):</b> NA	
<b>5. Co-requisites for this course (if any):</b> NA	

### 6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	33	100
2	Blended		
3	E-learning		
4	Distance learning		
5	Other		

### 7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	33
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	<b>Total</b>	<b>33</b>

## B. Course Objectives and Learning Outcomes

### 1. Course Description

This course offers students the basics in identifying, preventing, and controlling crisis situations. Crisis management basics, from preparation to training and compliance are discussed, as are various stages of a crisis, and the need to establish a crisis management team. Clearly identifying the roles and functions of each crisis management team member is essential for the ultimate success of contingency planning, which is also discussed.

### 2. Course Main Objective

1. To establish diverse knowledge and understanding of corporate crisis management.
2. Students will be made aware about role of media in crisis management.

### 3. Course Learning Outcomes

CLOs	Aligned PLOs
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CLOs	Aligned PLOs	
1	<b>Knowledge and Understanding</b>	
1.1	Define the concepts of Crisis Management.	K1
1.2	Recognize contemporary decisions and changes regarding organizational environment crisis: crisis management team and plan.	K2
2	<b>Skills:</b>	
2.1	Apply the role of crisis management team in management of crisis	S1
2.2	Evaluate the essential elements used in effective crisis management	S3
2.3	Utilize crisis communication skills to successfully manage a crisis in solving business problems	S4
3	<b>Value:</b>	
3.1	Demonstrate effective leadership skills through crisis management	V1
3.2	Develop the communication capabilities in solving crisis problems	V2

### C. Course Content

No.	List of Topics	Contact Hours
1	<b>UNIT 1: Introduction to Crisis Management</b> -- Definition of crisis management.	3
2	<b>UNIT 1:</b> Characteristics of crisis.	3
3	<b>UNIT 1:</b> Objectives of crisis management.	3
0	Types of workplace crisis ( <b>Self-study</b> )	0
4	<b>UNIT 2: Dimensions of Crisis Management</b> A Changing Landscape of Crisis	3
5	<b>UNIT 2:</b> Management Stages of Crisis	3
6	<b>UNIT 2:</b> Management	3
0	Consequences of Crisis ( <b>Self-study</b> )	0
7	<b>Unit 3:</b> Crisis Managing	3
8	Crisis Management Team (CMT)	3
9	The Crisis Management Plan (CMP)	3
0	Crisis Communication -- Role of Leaders / Managers in Crisis Management ( <b>Self-study</b> )	0
10	<b>UNIT 4:</b> Implementation of Crisis Management Fostering a Crisis Management, Capability Implementation Post-Crisis Follow-Up Implementation, Crisis Kit.	3
11	<b>UNIT 4:</b> Checklist Implementation: Decision-Making -- Flow chart Ways to Overcome Organizational Crisis <i>Successful and Unsuccessful Cases of Crisis Management</i>	3
	<b>Total</b>	33

## D. Teaching and Assessment

### 1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	<b>Knowledge and Understanding</b>		
1.1	Define the concepts of Crisis Management.	<ul style="list-style-type: none"><li>Lectures</li></ul>	<ul style="list-style-type: none"><li>Discussion ( Class participation)</li></ul>
1.2	Recognize contemporary decisions and changes regarding organizational environment crisis: crisis management team and plan.	<ul style="list-style-type: none"><li>Lectures</li></ul>	<ul style="list-style-type: none"><li>Group Discussions</li><li>Quiz</li></ul>
2.0	<b>Skills</b>		
2.1	Apply the role of crisis management team in management of crisis	<ul style="list-style-type: none"><li>Lectures</li></ul>	<ul style="list-style-type: none"><li>Presentation</li><li>Discussions</li></ul>
2.2	Evaluate the essential elements used in effective crisis management	<ul style="list-style-type: none"><li>Lectures</li></ul>	<ul style="list-style-type: none"><li>Presentation</li></ul>
2.3	Utilize crisis communication skills to successfully manage a crisis in solving business problems	<ul style="list-style-type: none"><li>Lectures</li></ul>	<ul style="list-style-type: none"><li>Group Discussions</li></ul>
3.0	<b>Competence</b>		
3.1	Demonstrate effective leadership	<ul style="list-style-type: none"><li>Lectures</li></ul>	<ul style="list-style-type: none"><li>Presentation</li></ul>

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	skills through crisis management		<ul style="list-style-type: none"> <li>Homework</li> </ul>
3.2	Develop the communication capabilities in solving crisis problems	<ul style="list-style-type: none"> <li>Lectures</li> </ul>	<ul style="list-style-type: none"> <li>Presentation</li> <li>Homework</li> </ul>

## 2. Assessment Tasks for Students

#	*Assessment task	Week Due	Percentage of Total Assessment Score
1	Discussions	Weekly	5%
2	Homework	Weekly	5%
3	Attendance	Weekly	5%
4	Participation	Weekly	5%
5	Midterm 1	Week 7	30%
6	Final exam	Week 12	50%
Total			100%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Student Academic Counseling and Support

### Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

Office hours are designed and posted for students with a continuous reminder to the students to utilize these hours. During this time, students have the opportunity to ask questions about the course and beyond. **At least 10 hours a week made available for one on one consultation.**

Faculty members required to maintain proper contact with students through Email.

## F. Learning Resources and Facilities

### 1. Learning Resources

<b>Required Textbooks</b>	<p>Curtin, T., Hayman, D., &amp; Husein, N. 2005. <i>Managing a crisis</i>. Palgrave Macmillan Ltd. New York.</p> <p>Barton, L. (2001). <i>Crisis in organizations II</i> ( 2nd Ed.). Cincinnati, OH: College Divisions South-Western.</p>
<b>Essential References Materials</b>	W. T. Coombs, Ongoing Crisis Communication: Planning, Managing, and Responding (4th ed.). Thousand Oaks: Sage Publications
<b>Electronic Materials</b>	<p>1-<u>Ebsco Business Source Premier</u> :A database containing several hundred key business and management journals with full text articles updated daily.</p> <p><u>Saudi Digital Library (SDL- <a href="http://www.sdl.edu.sa">www.sdl.edu.sa</a>) website containing several hundred key business and management journals with full text articles with 6 databases.</u></p>

	3- <a href="http://www.decalibrary.org">www.decalibrary.org</a>
<b>Other Learning Materials</b>	The Journal of Contingencies and Crisis Management The Journal of Business and Society e- Library Reserves <input type="checkbox"/> <a href="http://www.emeraldinsight.com/insight">http://www.emeraldinsight.com/insight</a>

## 2. Facilities Required

Item	Resources
<b>Accommodation</b> Classrooms, laboratories, demonstration ( )rooms/labs, etc	Classrooms to facilitate student engagementt
<b>Technology Resources</b> )AV, data show, Smart Board, software, etc(	Smart Board
<b>Other Resources</b> Specify, e.g. if specific laboratory ( equipment is required, list requirements or )attach a list	

## G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students	Indirect (questionnaires)
Extent of achievement of course learning	Faculty (independent member teaching staff)	Direct (locally developed exams)
Quality of learning resources	Faculty	Direct

**Evaluation areas** (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

**Evaluators** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

## H. Specification Approval Data

<b>Council / Committee</b>	Department Council
<b>Reference No.</b>	2301-09-ADMN316
<b>Date</b>	13/10/2022