



# Course Specification

— (Bachelor)

Course Title: <b>Crisis Management</b>
Course Code: <b>ADMN 316</b>
Program: <b>Bachelor in Business Administration</b>
Department: <b>Business and Marketing</b>
College: <b>College of Business</b>
Institution: <b>Jazan University</b>
Version: <i>Course Specification Version Number</i>
Last Revision Date: <i>Pick Revision Date.</i>

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## A. General information about the course:

### 1. Course Identification

1. Credit hours: ( 3 )

#### 2. Course type

A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others

B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: ( 9<sup>th</sup> level/3<sup>rd</sup> year)

#### 4. Course general Description:

This course offers students the basics in identifying, preventing, and controlling crisis. 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.

#### 5. Pre-requirements for this course (if any):

N/A

#### 6. Co-requisites for this course (if any):

N/A

#### 7. Course Main Objective(s):

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

### 2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	33	100%
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> <li>• Traditional classroom</li> <li>• E-learning</li> </ul>		



No	Mode of Instruction	Contact Hours	Percentage
4	Distance learning		

### 3. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	33
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		33

## B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Define the concepts of Crisis Management.	K1	<ul style="list-style-type: none"> <li>■ Lectures</li> <li>■ Group discussions</li> <li>■ Individual and collaborative activities</li> <li>■ Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>■ Midterms</li> <li>■ Final exam</li> <li>■ Quizzes</li> <li>■ Class participation</li> <li>■ Assignments</li> </ul>
1.2	Recognize contemporary decisions and changes regarding organizational environment crisis:	K2	<ul style="list-style-type: none"> <li>■ Lectures</li> <li>■ Group discussions</li> <li>■ Individual and collaborative activities</li> </ul>	<ul style="list-style-type: none"> <li>■ Midterms</li> <li>■ Final exam</li> <li>■ Quizzes</li> <li>■ Class participation</li> </ul>





Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
	crisis management team and plan.		<ul style="list-style-type: none"> <li>Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>Assignments</li> </ul>
...				
<b>2.0</b>	<b>Skills</b>			
2.1	Apply the role of crisis management team in management of crisis	S1	<ul style="list-style-type: none"> <li>Lectures</li> <li>Group discussions</li> <li>Individual and collaborative activities</li> <li>Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>Midterms</li> <li>Final exam</li> <li>Individual Assignments</li> <li>Group Assignment</li> </ul>
2.2	Evaluate the essential elements used in effective crisis management.	S3	<ul style="list-style-type: none"> <li>Lectures</li> <li>Group discussions</li> <li>Individual and collaborative activities</li> <li>Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>Midterms</li> <li>Final exam</li> <li>Individual Assignments</li> <li>Group Assignment</li> </ul>
2.3	Utilize crisis communication skills to successfully manage a crisis in solving business problems	S4	<ul style="list-style-type: none"> <li>Lectures</li> <li>Group discussions</li> <li>Individual and collaborative activities</li> <li>Pair and group discussions</li> </ul>	<ul style="list-style-type: none"> <li>Midterms</li> <li>Final exam</li> <li>Individual Assignments</li> <li>Group Assignment</li> </ul>
<b>3.0</b>	<b>Values, autonomy, and responsibility</b>			
3.1	Demonstrate effective leadership skills through crisis management.	V1	<ul style="list-style-type: none"> <li>Individual problem-solving activities</li> <li>Pair and group discussions and activities</li> </ul>	<ul style="list-style-type: none"> <li>Class participation</li> <li>Observation</li> <li>Individual Assignments</li> <li>Group Assignment</li> </ul>





Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
3.2	Develop the communication capabilities in solving crisis problems	V2	<ul style="list-style-type: none"> <li>Individual problem-solving activities</li> <li>Pair and group discussions and activities</li> </ul>	<ul style="list-style-type: none"> <li>Class participation</li> <li>Observation</li> <li>Individual Assignments</li> <li>Group Assignment</li> </ul>
...				

### C. Course Content

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



## D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Class participation, Assignments	1 - 10th	10%
2.	Quiz 1, 2	9 - 10th	10%
3.	Midterm	Week 5 & 6	30%
4.	Final exam	Week 12 & 13	50%

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

## E. Learning Resources and Facilities

### 1. References and Learning Resources

Essential References	W. T. Coombs, Ongoing Crisis Communication: Planning, Managing, and Responding (4th ed.). Thousand Oaks: Sage Publications
Supportive References	Curtin, T., Hayman, D., & Hussein, N. 2005. Managing a crisis. Palgrave Macmillan Ltd. New York.  Barton, L. (2001). Crisis in organizations II (2nd Ed.). Cincinnati, OH: College Divisions Southwestern.
Electronic Materials	1- <a href="#">Ebsco Business Source Premier</a> : A database containing several hundred key business and management journals with full text articles updated daily. 2- <a href="#">Saudi Digital Library</a> (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 3- <a href="http://www.decalibrary.org">www.decalibrary.org</a>
Other Learning Materials	The Journal of Contingencies and Crisis Management The Journal of Business and Society e- Library Reserves · <a href="http://www.emeraldinsight.com/insight">http://www.emeraldinsight.com/insight</a>

### 2. Required Facilities and equipment

Items	Resources
<b>facilities</b> (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms to facilitate student engagement ,collaboration and connection between lecturer and student with: <ul style="list-style-type: none"> <li>■ Movable tables and chairs conducive to group discussion and group work.</li> <li>■ Good lighting control.</li> </ul>
<b>Technology equipment</b> (projector, smart board, software)	<ul style="list-style-type: none"> <li>■ Smart classroom equipment including data show.</li> <li>■ Instructor station with Tablet PC-like technology.</li> </ul>



Items	Resources
	<ul style="list-style-type: none"> <li>Multiple electronic display surfaces (LCD projectors, etc.).</li> <li>Reliable network connectivity.</li> <li>Laptop connection for instructor and student hook ups.</li> <li>Electrical Outlets.</li> </ul>
Other equipment (depending on the nature of the specialty)	

#### F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of Students assessment	Program Leader, External evaluator	Direct
Quality of learning resources	Instructor, Students	Indirect
The extent to which CLOs have been achieved	Quality Committee	Direct
Other		

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

**Assessment Methods** (Direct, Indirect)

#### G. Specification Approval

<b>COUNCIL /COMMITTEE</b>	<b>SCIENTIFIC COMMITTEE OF THE DEPARTMENT OF MANAGEMENT AND MARKETING</b>
<b>REFERENCE NO.</b>	<b>2ND MEETING, ACADEMIC YEAR 2025, SUBJECT NO.3</b>
<b>DATE</b>	<b>12-09-2024</b>

