



BA 752 G17-2 FALL 2020 SYLLABUS

Course Information:

BA 752 G17-2 – Crisis Management
Fall 2020

Professor Information:

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Required Text(s) & Materials:

Crisis Communications – A Casebook Approach, 5th ed.; Kathleen Fearn-Banks; Routledge.
ISBN: 9781138923744.

Course Description from Catalog:

Crisis management can be defined as a communications response to an event that has a negative impact on an audience – the public, customers/clients, employees, shareholders, etc. Examples of such events could include tainted food, a corporate leak, a political scandal, an entertainment or athletic scandal, damaged products that cause or could potentially cause life-threatening situations, natural disasters, terrorism, and financial disasters. In this course, students will analyze and critique high-profile cases and learn how to effectively respond to crises.

Prerequisites: None

University Policies:

All relevant Husson University policies can be found in the “University Policies” link in Canvas, or here: <https://www.husson.edu/academics/academic-policies/>

I. Student Learning Outcomes (SLOs):

1. Students will analyze and critique high profile crisis cases.
2. Students will formulate plans for responding effectively to crisis situations.

3. Students will conduct research on current and/or past crisis scenarios and develop written and/or oral reports of research results.
4. Students will develop their ability to work effectively in a team setting.
5. Students will explain strategies for managing risk, uncertainty, and situations of market failure.
6. Students will demonstrate the ability to communicate effectively both verbally and in writing.

II. Specifics Pertaining To Class Scheduling and Material Covered:

CLASS SCHEDULE

The instructor has the authority to modify the syllabus based on his/her determination that such changes would better meet the learning objectives of the course. It is the responsibility of the student to maintain awareness of those modifications and note them as necessary. **PLEASE CHECK CANVAS FOR ANNOUNCEMENTS AND ANY CHANGES THAT MIGHT OCCUR.**

Module/Date	Topics	Readings	Assignments	SLOs*
Module 1 Week of Oct 25, 2020	Your introduction, Crisis Communications Today and Crisis Communications Theory	Chapter 1 and Chapter 2	Discussion 1, due Wednesday, Oct 28 Discussion 2, due Wednesday, Oct 28 Discussion 3, due Saturday, Oct 31	2,5 and 6
Module 2 Week of Nov 1, 2020	Communications to Prevent Crisis and Communications When the Crisis Strikes	Chapter 3 and Chapter 4	Discussion 4, due Wednesday, Nov 4 Discussion 5, due Saturday, Nov 7	2,5 and 6
Module 3 Week of Nov 8, 2020	Social Media and Crisis Communications and Textbook Crisis	Chapter 5 and Chapter 6	Discussion 6, due Wednesday, Nov11 Discussion 7, due Saturday, Nov 14	2, 5 and 6
Module 4 Week of Nov 15, 2020	Culture Crises – Domestic Culture Crisis – Foreign	Chapter 7 and Chapter 8	Discussion 8, due Wednesday, Nov 18 Discussion 9, due Saturday, Nov 21	2 ,5 and 6
Module 5 Week of Nov 22, 2020	Environmental Crisis Natural Disaster	Chapter 9 and Chapter 10	Discussion 10, due Wednesday, Nov 25 Discussion 11, due Saturday, Nov 28	2, 5 and 6
Module 6 Week of Nov 29, 2020	Transportation Crisis Product Failure and Product	Chapter 11 and Chapter 12	Discussion 12, due Wednesday, Dec 2 Discussion 13, due Saturday, Dec 5	2, 5 and 6

	Tampering			
Module 7 Week of Dec 6, 2020	Death and Injury The Crisis Communications Plan	Chapter 13 and Chapter 14	Discussion 14, due Wednesday, Dec 9 Discussion 15 due Saturday, Dec 12	2, 5 and 6
Final			Assignment 2 Due Wednesday Dec 15	

(*Indicates the intended student learning outcomes to be achieved in the module)

III. Course Grading Scheme

Discussion #1	5%	Discussion #11	5%
Discussion #2	5%	Discussion #12	5%
Discussion #3	5%	Discussion #13	5%
Discussion #4	5%	Discussion #14	5%
Discussion #5	5%	Discussion #15	5%
Discussion #6	5%		
Discussion #7	5%		
Discussion #8	5%		
Discussion #9	5%		
Discussion#10	5%		
		Assignments total	75%
		Final Paper	10%
		Final Exam	15%
		Total	100%

IV. Assessment Mapping Statement:

This course is an elective course for MBA – Risk Management students according to IACBE accreditation standards. This course is also a valuable elective for students in the general MBA as effective response to adverse situations is crucial to all organizations.

A) Programmatic Outcomes:

This course is mapped to the following IACBE Programmatic Outcomes:

1. Students will apply best practices to solve managerial issues.
2. Students will integrate theories and practice to perform strategic analysis.
3. Students will demonstrate effective written forms of communication and oral business presentations.
4. Students will implement leadership skills to work effectively within diverse teams.
5. Students will identify and analyze ethical responsibilities of businesses.
6. Students will apply decision-making techniques, using both quantitative and qualitative analysis, to management issues.

Assessment Map for this Course:

Programmatic Outcomes	Student Learning Outcomes	Assignments	Final Paper			
Students will apply best practices to solve managerial issues	2,5	X	X			
Students will demonstrate effective written forms of communication and oral business presentations	6	X	X			
Students will implement leadership skills to work effectively within diverse teams.	4, 6	X				
Students will identify and analyze ethical responsibilities of businesses.	1, 2	X	X			
Students will apply decision-making techniques, using both quantitative and qualitative analysis, to management issues.	1, 2					

B) Grading Rubrics: Please see Canvas for grading rubrics.