VISION 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

هيئة تقويم التعليم والتدريب
Education & Training Evaluation Commission

اعتماد
NCAAA

Course Specifications

Course Title:	Crisis Management
Course Code:	16011620
Program:	Business Administration
Department:	Business Administration
College:	Business Administration
Institution:	Albaha University

Table of Contents

A. Course Identification

1. Credit hours:	
2. Course type	
a. University ☐ College ☐ Department ☑ Others ☐	
b. Required ☑ Elective ☐	
3. Level/year at which this course is offered: 6th level/ 4th year	
4. Pre-requisites for this course (if any)**:** **None**	
5. Co-requisites for this course (if any)**:** **None**	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	**Traditional classroom**	45	100%
2	**Blended**		
3	**E-learning**	-	-
4	**Correspondence**	-	-
5	**Other**	-	-

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	**Lecture**	45
2	**Laboratory/Studio**	-
3	**Tutorial**	-
4	**Others** (specify)	-
	Total	45
Other Learning Hours*		
1	**Study**	45
2	**Assignments**	30
3	**Library**	30
4	**Projects/Research Essays/Theses**	-
5	**Others** (specify)**Case Study**	15
	Total	**120**

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course is intended to enable students to assess crisis risk, prevent crises from occurring through - issues management, risk management and managing stakeholders relationships, prepare for a crisis by understanding the different types and sources of crises, assembling an effective crisis management team, creating an effective crisis management plan through managing different types of crises, evaluating crisis management performance.In addition, students will gain a better understanding of the role of social media in crisis management.

2. Course Main Objective

This course examines the nature and the sources of crises, strategy for crisis handling by formation of crisis Management team, its plan, training and how to overcome it and glean lessons which can be used in future.

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge:**	
1.1	**Describe** frameworks of crisis, strategic approach to crisis management	**K.2**
1.2	**Recognize** contemporary issues and changes regarding organizational environments crisis: external environment, crisis management team and plan	**K.3**
2	**Skills:**	
2.1	**Apply** role of ethics in management of crisis	**S.1**
2.2	**Utilize** crisis communication skills to successfully manage a crisis in solving business problems.	**S.4**
3	**Competences**	
3.1	**Demonstrate** effective leadership skills through crisis management	**C.1**
3.2	**Integrate** ethics in improving the ethical culture of an organization	**C.2**
3.3	**Develop** the communication capabilities in solving crisis problems	**C.3**

C. Course Content

No	List of Topics	Contact Hours
1	**Introduction to crisis management:** Conceptual definitions and frameworks	6
2	**Sources of organizational crisis:** external environment, industry life cycle, organizational life cycle	6
3	**Strategy and crisis:** approaches, process, culture and planning	6
4	**Forming crisis management team and Writing the plan:** Goals composition, characteristics and problems of CMT, Crisis management plan and training	9
5	**Crisis management: Taking action when disaster hits:** Strategies at the beginning, during, and the end of the crisis	6
6	**Crises communication:** basics, social media, process and training	6
7	**Underlying role of ethics in crisis management:** business ethics and crisis management framework, uncovering ethical boulders, confronting ethical boulders, organization learning	6

Total	45

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	**Knowledge**		
1.1	**Describe** frameworks of crisis, strategic approach to crisis management	• Lectures	• Quizzes • Exams
1.2	**Recognize** sources of organizational crisis: external environment, crisis management team and plan	• Lectures	• Quizzes • Exams
2.0	**Skills**		
2.1	**Apply** role of ethics in management of crisis	• Reading	• Exams
2.2	**Utilize** crisis communication skills to successfully manage a crisis in solving business problems.	• Discussions • Lectures	• Direct Questions • Exams
3.0	**Competence**		
3.1	**Demonstrate** effective leadership skills through crisis management	• Cooperative learning	• Presentation
3.2	**Integrate** ethics in improving the ethical culture of an organization	• Discussions • Case studies	• Direct Questions • Assignment
3.3	**Develop** the communication capabilities in solving crisis problems	• Case studies	• Presentation

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz 1	4-5	5%
2	Midterm Examination	7-8	30%
3	Quiz 2	10-14	5%
4	Homework/Assignment & Presentation	3-15	10%
5	Final Examination	17	50%

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:

Instructor will be available for student consultation and academic advice throughout the week in their specified office hours (9 hours per week). Additional assistance by appointment only.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	• William Rick Crandall, John A. Parnell, John E. (Edward) Spillan, (2013) Crisis Management, Leading in the New Strategy Landscape, (2nd ed.) SAGE Publications,
Essential References Materials	• Laye, John. (2002). Avoiding Disaster: How to Keep Your Business Going When Catastrophe Strikes. Hoboken, NJ. John Wiley and Sons. • Textbook: Coombs, W. T. (2011). Ongoing Crisis Communication: Planning, Managing, and Responding (3rd Edition). Sage • Harvard Business Review on Crisis Management. (2000). Boston, MA. Harvard Business School Press.
Electronic Materials	http://www.business.com/search/rslt_default.asp?vt=all&type=web&query=negotialtion Textbook Online Learning Center with free student resources: http://highered.mcgrawhill.com/sites/0072920378/student_view0/index.html
Other Learning Materials	Basic Computer applications (like MS- office, media player, Google chrome) for enhanced knowledge & learning. MS- Project will be more helpful to understand practical side of project management.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classes will be held in classroom in conjunction with computer laboratory, and will accommodate approximately twenty-five (25)
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart board, data show
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Not Required

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course expectations	Students	Indirect
Effectiveness of Teaching	Students	Indirect
Teaching Strategies	Instructor ,the Department	Indirect
Course materials	Instructor , the Department, Students	Indirect
Extent of achievement of course learning outcomes	Program Leaders	Indirect

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

Program Coordinator	Dr. Abdella Kormie Dinga
Program Chair	Dr. Saleh Abdullah Alghamdi
Council / Committee	Business Administration Department Board Meeting
Reference No.	2nd Board Meeting 1441-1442
Date	24/12/2020