



Course Specifications

Course Title:	Crisis Management
Course Code:	HRM1434
Program:	Human Resources Management
Department:	Human Resources Management
College:	College of Business Administration
Institution:	Dar Al Uloom University

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A. Course Identification

1. Credit hours: 3 Hours			
2. Course type			
a.	University <input type="checkbox"/>	College <input checked="" type="checkbox"/>	Department <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/>	Elective <input type="checkbox"/>	
3. Level/year at which this course is offered: Seventh / Fourth Year			
4. Pre-requisites for this course (if any): MGT1323			
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	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

This course provides students with essential tools needed to identify, prevent, and control crisis. It also helps students identify possible risks of a situation developing into a crisis and best possible response to such incidents. Moreover, this course equips students with skills needed to assess and improve contingency plans, and helps students identify most common weaknesses found in crisis management plans.

2. Course Main Objective

1. What is the main purpose for this course? On completion of this course you will be able to:

- Define the Crisis Management and its preferred framework for the private and public sectors.
- Analyze the escalation of incident to crisis to disaster.
- Apply effective crisis management tools and techniques for when an organization is under pressure.
- Develop an effective stakeholder management plan for use in a crisis.
- Identify measures that would improve organizations' crisis management capabilities.

2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web-based reference material, changes in content as a result of new research in the field).

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Define the crisis management and policies to training for and responding to crises	K.1
1.2	Acquire different methods and techniques to reproduce the crisis management into action with establishing of plan and using of tools	K.2
1.3	Write about different contemporary crises management strategies to applied in various organization setting	K.3
1.4	Outline the crisis management to real-world issues and problems	K.4
2		
2.1	Apply the concepts, principles, and theories, related to crises management in different business environment	S.1
2.2	Develop a strategic framework for effective crisis response and develop the critical techniques to handle the unique, high-stress pressures of a crisis	S.2
2.3	Critically evaluate knowledge and its application in providing innovative solutions to crisis management related contemporary issues and work practices	S.3
3	Values:	
3.1	Exhibit professional, and academic ethics in crisis management.	V.1
3.2	Demonstrate the ability to independently make sound decisions related to manage crisis.	V.2

C. Course Content

No	List of Topics	Contact Hours
1	The Crisis Management Plan — What Is It?	3
2	Business Continuity Planning: What Is It?	3
3	Stages of a Crisis	6
4	Steps in Managing a Crisis	6
5	The Executive Management Team	6
6	The Crisis Management Team	6
7	The Crisis Communications Team	3
8	Developing the Crisis Management Plan	6
9	The Crisis Management Team Command Center	3
10	Exercising the Crisis Management Plan	3
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 and Understanding		
1.1	Define the crisis management and policies to training for and responding to crises	Direct (Lecture, Demonstration, Drill & Practice, Compare & contrast) Indirect (Case study, Reflective Discussion)	Written Exams (T/FQ, MCQ, and Short/Long essays)
1.2	Acquire different methods and techniques to reproduce the crisis management into action with establishing of plan and using of tools	Direct (Lecture, Demonstration, Drill & Practice, Compare & contrast) Indirect (Case study, Reflective Discussion)	Written Exams (T/FQ, MCQ, and Short/Long essays)
1.3	Write about different contemporary crises management strategies to applied in various organization setting	Direct (Lecture, Demonstration, Drill & Practice, Compare & contrast) Indirect (Case study, Reflective Discussion)	Written Exams (T/FQ, MCQ, and Short/Long essays)
1.4	Outline the crisis management to real-world issues and problems	Direct (Lecture, Demonstration, Drill & Practice, Compare & contrast) Indirect (Case study, Reflective Discussion)	Written Exams (T/FQ, MCQ, and Short/Long essays)
2.0	Skills		
2.1	Apply the concepts, principles, and theories, related to crises management in different business environment	Direct (Lecture, Demonstration, Drill & Practice) Indirect (Case study, Problem solving, Reflective Discussion) Interactive (Brainstorming, Cooperative learning)	Written Exams (problem solving and case studies). Written assignments (reports, and case studies).
2.2	Develop a strategic framework for effective crisis response and develop the critical techniques to handle the unique, high-stress pressures of a crisis	Direct (Lecture, Demonstration, Drill & Practice) Indirect (Case study, Problem solving, Reflective Discussion) Interactive (Brainstorming, Cooperative learning)	Written Exams (problem solving and case studies). Written assignments (reports, and case studies).
2.3	Critically evaluate knowledge and its application in providing innovative solutions to crisis	Direct (Lecture, Demonstration, Drill & Practice) Indirect (Case study, Problem solving,	Written Exams (problem solving and case studies). Written

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	management related contemporary issues and work practices	Reflective Discussion) Interactive (Brainstorming, Cooperative learning)	assignments (reports, and case studies).
3.0	Values		
3.1	Exhibit professional, and academic ethics in crisis management.	Role-playing, Group discussion, in-depth self-analysis exercise.	Presentations (formal discussion individual and group) Projects and case studies.
3.2	Demonstrate the ability to independently make sound decisions related to manage crisis.	Interactive (Brainstorming, Cooperative learning) Independent (Reports/ and projects)	Presentations (formal discussion individual and group) Projects and case studies.

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz	3	10
2	Homeworks/Assessments/Projects	During Semester	20
3	Midterm Exam	9	30
4	Final Exam	16	40

*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:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Edward S. Devlin (2007), Crisis Management: Planning and Execution, AUERBACH Publications. Bernstein, J. (2012). Manager's Guide to Crisis Management. USA: McGraw-Hill Professional, ISBN 13: 978-0-07-177613-4
Essential References Materials	Journals and Reports distributed on the bases of lectures delivered to the students.
Electronic Materials	Internet resources, Lecture slides-video
Other Learning Materials	Magazines and Newspaper

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards.
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	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

Council / Committee	HRM DEPARTMENT COUNCIL - COB
Reference No.	
Date	APRIL 3, 2022


