



Course Specifications

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

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A. Course Identification

1. Credit hours: 3 Hours
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered: HRM Elective/ Fourth Year
4. Pre-requisites for this course (if any): MGT1323
5. Co-requisites for this course (if any): None

2. 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		

3. 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	1
2	Assignments	1
3	Library	
4	Projects/Research Essays/Theses	2
5	Others (specify)	
	Total	4

* 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 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:

- a) Define the Crisis Management and its preferred framework for the private and public sectors.
- b) Analyze the escalation of incident to crisis to disaster.
- c) Apply effective crisis management tools and techniques for when an organization is under pressure.
- d) Develop an effective stakeholder management plan for use in a crisis.
- e) 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:	
1.1	Recognize crisis management tools and techniques used in response to various incidents.	K1
1.2	Discuss the impact of cross-cultural diversity on different methods and techniques used in managing crisis	K2
1.3	Differentiate between crises management strategies applied by organizations	K3
1.4	Integrate decision-making processes into major aspects of crisis management in response to the real-world issues and problems.	K4
2	Skills:	
2.1	Analyze potential crisis of different business environments and their impact on crisis management plans	S1
2.2	Develop frameworks for possible response to crisis situations in national and international environments.	S2
2.3	Evaluate crisis plans and practices in line with business ethics and corporate social responsibility	S3
3	Competence:	
3.1	Demonstrate interpersonal and teamwork skills to manage crisis in different business situations	C1
3.2	Show leadership skills to make recommendations and articulate solutions to crisis situations.	C2

CLOs		Aligned PLOs
3.3	Apply knowledge of business concepts, quantitative analysis tools and problem-solving methodologies in crises situations.	C4
3.4	Employ technology, information and communication resources, statistical, and research tools in crisis management.	C5
3.5	Demonstrate written and oral communication skills appropriate for crisis situations.	C6

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		
1.1	Recognize crisis management tools and techniques used in response to various incidents.	Direct (Lecture, Demonstration, Drill & Practice) Indirect (Case Study, Problem Solving, Reflective Discussion)	Written Exams (T/FQ, MCQ, and Short/Long essays) Written Assignments (essays, reports, and case studies).
1.2	Discuss the impact of cross-cultural diversity on different methods and techniques used in managing crisis		Written Exams (Short/Long essays, Case study)
1.3	Differentiate between crises management strategies applied by organizations		Written Assignments (essays, reports, and case studies).
1.4	Integrate decision-making processes into major aspects of crisis management in response to the real-world issues and problems.		

2.0 Skills			
2.1	Analyze potential crisis of different business environments and their impact on crisis management plans	Direct (Lecture, Demonstration, Drill & Practice, Compare & contrast)	Written Exams (problem solving and case studies) Written Assignments (reports, and case studies). Oral Examination
2.2	Develop frameworks for possible response to crisis situations in national and international environments.	Indirect (Case study, Problem Solving, Reflective Discussion)	
2.3	Evaluate crisis plans and practices in line with business ethics and corporate social responsibility	Interactive (Role Playing, Brainstorming, Cooperative learning)	
3.0 Competence			
3.1	Demonstrate interpersonal and teamwork skills to manage crisis in different business situations	Interactive (Think Pair Share, Role Playing, Brainstorming, Cooperative learning) Independent (Essays, Reports, projects, Homework, Assigned Questions)	Presentations (formal discussion individual and group) Projects
3.2	Show leadership skills to make recommendations and articulate solutions to crisis situations.		
3.3	Apply knowledge of business concepts, quantitative analysis tools and problem-solving methodologies in crises situations.		
3.4	Employ technology, information and communication resources, statistical, and research tools in crisis management.		
3.5	Demonstrate written and oral communication skills appropriate for crisis situations.		

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	Mid term	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), <i>Crisis Management: Planning and Execution</i> , AUERBACH Publications. Bernstein, J. (2012). <i>Manager's Guide to Crisis Management</i> . 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	Power Point slides for each class will be posted on the course website. Feel free to print these before each class.
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	15/08/2019

