

## Module Layout ERM611 / Crisis Management

<b>Faculty</b>	FEM	Faculty of Economics and Management	
<b>Programme of Study</b>	ERMII	Enterprise Risk Management	
<b>Module</b>	ERM611	Crisis Management	
<b>Level of Study</b>	<b>Undergraduate</b>	<b>Graduate</b>	
		<b>Master</b> X <i>Joint Program OUC &amp; HOU</i>	<b>Doctoral</b>
<b>Language of Instruction</b>	English		
<b>Mode of Delivery</b>	Distance		
<b>Module Type</b>	<b>Required</b>		<b>Electives</b>
	X		
<b>Number of Group Consulting Meetings</b>	<b>Total</b>	<b>Physical Presence</b>	<b>Online</b>
	5	-	5
<b>Number of Assignments</b>	2		
<b>Final Grade Calculation</b>	<b>Assignments</b>	<b>Weekly Activities</b>	<b>Final Exam</b>
	30%	10%	60%
<b>Number of European Credit Transfer System (ECTS)</b>	10		

### **Module Description**

Module "Crisis Management", ERM611, is designed to introduce students to evaluation of implications from Crisis Management decision-making theories, frameworks, approaches, and models for organisations in the Digital Society.

The main objective of the module is to train students in:

- Introduce the concept(s) of crisis, risk evaluation, and risk communication.
- Critically evaluate key stages in a crisis.
- Identify and assess socio-cultural, and other factors shaping a crisis, including the role of digital social media.
- Evaluate models, theories, and emerging professional trends in crisis management.
- Assess the underlying role of ethics in crisis management for the digital age.

The module focuses on cognitive, conceptual approaches and ways to link theory and practice in the evaluation of issues impacting organizational decision-making about Crisis Management in the digital age. Theories are discussed in relation to actual case studies detailing critical events in organisations and implications are drawn out. Case studies are historical in nature, but where appropriate current crisis management events are used to highlight issues and implications of relevance to the module.

### **Submodules**

1. Concepts of crisis and evaluation of risk and communication of key stages in a crisis. (3 weeks)
2. Identification and assessment of factors shaping a crisis; role played by social media. (4 weeks)
3. Evaluate models, theories, trends in crisis management and assess role of ethics. (6 weeks)

### **Expected Learning Outcomes**

Upon completion of this module, the students will be able to:

Knowledge

- Exhibit a deep and thorough understanding of crisis management concepts decision-making theories, frameworks, approaches and

models for organisation in the Digital Society.

**Comprehension**

- Assess factors shaping a crisis.
- Distinguish and classify different crisis types.
- Explain crisis management processes, strategies, and assessments.
- Explain crisis management concepts, theories, and frameworks.
- Assess the role and effectiveness of different social media for communication during crisis management.

**Application**

- Apply risk / conflict / crisis management techniques to understand case study material.
- Use crisis management techniques to understand how operational issues and event became a crisis.
- Use models and theories to understand ethical implications in decision-making during a crisis.

**Analysis**

- Analyse issues and events which lead to crisis and require management.
- Categorise and prioritise crisis factors.
- Create visual assessment and analysis of crisis.

**Synthesis**

- Assemble information for performing crisis assessment.
- Consolidate and interpret results of research data and information from different sources in context to communicate relative information for supporting business decision making.
- Design crisis treatment strategies and crisis portfolios.
- Select the most appropriate model after a comparison among alternatives and interpret crisis management issues and ethics in context providing insight of potential implications for stakeholders.

**Evaluation**

- Appraise the appropriateness of various theories, models, and techniques in addressing some crises, ethical responsibilities, and the need for conflict management.
- Evaluate models for their currency in helping us understand the impact of crises in the Digital Society.
- Evaluate factors and stages in the evolution of a crisis including impacts on organisational effectiveness and the need for proactive and positive communications

**Pre-requisite Modules**

ERM513	Risk and Risk Management
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**Co-requisite Modules**

<b>Grading Scheme</b>			
<b>Assessment Method</b>	<b>Percentage on Final Grade</b>	<b>Workload</b>	
		<b>Hours</b>	<b>ECTS</b>
<b>Weekly Study</b> (13 weeks * ~12 hours of study) (2 weeks * ~18 hours of study)	0 %	~180 - ~210	7
<b>Weekly Interactive Activities</b>	10 %	~25 - ~30	1
<b>Assignment 1</b>	15 %	~25 - ~30	1
<b>Assignment 2</b>	15 %	~25 - ~30	1
<b>Final/Repeat Examination</b>	60 %	0	-
<b>Total</b>	<b>100 %</b>	<b>~250 - ~300</b>	<b>10</b>

#### **Grading Rules and Assessment methods**

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e.  $90\% * 10 = 9$ , etc.
- Passing rate
  - 50% of the Assignments
  - 50% of the Interactive Activities
  - Students are allowed to participate in the final exam of a Module if they have overall earned the minimum grade ( $\geq 50\%$ ) in both their Assignments and Interactive Activities
  - 50% of the Final exam

If a student earns a grade with decimal points, then it is rounded to the nearest half unit.