

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

## Course Description: Crisis Management

### 1- Basic Information:

Course Name	Crisis Management
Course ID	BMN609
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	48
Synchronized Session Work Load	18
Credit Hours	5
Course Level	6

### 2- Pre-Requisites:

Course	ID
Introduction to Marketing	BMK401
Human Resources Management	BHR401
Operations Management	BQM501
Principles of Financial Management	BFB401

### 3- Course General Objectives:

This book provides the basic knowledge and skills a student needs to understand crises and their dimensions in addition to analyze their direct and indirect causes and consequences. The importance of this book comes from the inevitability of the crisis at some point in the individuals, organizations, communities and states lives, whether political, economic, social or financial crises. It also helps the student to identify the requirements and tools of crisis management and how to prepare for the crisis before it occurs through planning, effective crisis management teams and training programs, then to lead the crisis during the occurrence by managing the reputation of the organization, public relations programs and using offensive and defensive strategies. Then moving to change after the crisis by analyzing the situation and learning from the past mistakes.

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#### 4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	The student distinguishes between the concept of crisis and some other synonymous concepts such as disaster, conflict, accident....
ILO2	The student realizes the difference between the term crisis management that is important and vital for any organization and the term management by crises (crisis industry).
ILO3	The student prepares a crisis management plan by analyzing crisis forecast indicators, suggesting the optimal leadership style to deal with the crisis, forming core and supporting teams, and developing appropriate training programs.
ILO4	The student proposes mechanisms for preventing crises before they occur, and procedures to mitigate their negative effects after their occurrence.
ILO5	The student realizes the important role of the media in escalating or alleviating the crisis, the essential role of public relations in protecting the organization reputation, and is trained to deal with stakeholders in crisis situations.
ILO6	The student proposes a number of different scenarios to deal with the crisis depending on the type, severity and degree of control of the crisis, and analyzes the offensive and defensive strategies that the organization can pursue to cope with the crisis.
ILO7	The student analyzes the status of the post-crisis organization by calculating the damage and drawing lessons to learn from the mistakes that occurred during and before the crisis and to benefit from it in the recovery and re-start phase.
ILO8	The student understands the impact of the organization's cultural and ethical aspects, stakeholders and surrounding environment in crisis situations
ILO9	The student gets acquainted the most important global economic, financial and administrative crises and draws the most important lessons learned from them.

#### 5- Course Syllabus (24 hours of total Recorded Sessions, 24 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> <li>• <b>Chapter 1: The Concept of Crisis.</b> <ul style="list-style-type: none"> <li>– The definition of a crisis.</li> <li>– The causes of crises.</li> <li>– Crisis Impacts.</li> <li>– The characteristics of crises.</li> <li>– The life cycle of the crisis.</li> <li>– The difference between crisis and</li> </ul> </li> </ul>	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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	other terms: disaster, accident, conflict, emergency.				
ILO2	<ul style="list-style-type: none"> <li>• <b>Chapter 2: Crisis Management.</b> <ul style="list-style-type: none"> <li>– The concept of crisis management</li> <li>– The importance of crisis management</li> <li>– Crisis management cycle</li> <li>– Crisis management requirements</li> <li>– Crisis management tools</li> <li>– The reasons for the failure of crisis management</li> <li>– Crisis management and management by crises</li> <li>– International Crisis Management</li> <li>– A case study</li> </ul> </li> </ul>	4	4	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO6	<ul style="list-style-type: none"> <li>• <b>Chapter 3: Crisis Scenarios</b> <ul style="list-style-type: none"> <li>– Types of crises.</li> <li>– Levels of Crisis.</li> <li>– Crisis matrix.</li> <li>– A case study.</li> </ul> </li> </ul>	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO3	<ul style="list-style-type: none"> <li>• <b>Chapter 4: Crisis Planning</b> <ul style="list-style-type: none"> <li>– Crisis plan requirements</li> <li>– The formation of crisis management teams (core and supporting)</li> <li>– The role of leadership in crisis management</li> <li>– Anticipating the crisis.</li> <li>– A case study.</li> </ul> </li> </ul>	4	4	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO4 ILO6	<ul style="list-style-type: none"> <li>• <b>Chapter 5: Long-term measures to deal with crises.</b></li> </ul>	4	4	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments	

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	<ul style="list-style-type: none"> <li>- Crisis Strategies</li> <li>- Crisis prevention</li> <li>- Mitigating the effects of the crisis.</li> <li>- A case study</li> </ul>			<input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO5 ILO8	<ul style="list-style-type: none"> <li>• <b>Chapter 6: Managing the organization's reputation in crisis situations.</b></li> <li>- The role of public relations department in reducing the effects of the crisis.</li> <li>- External communications: the role of the media</li> <li>- Internal communications: stakeholder.</li> <li>- A case study.</li> </ul>	4	4	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO7	<ul style="list-style-type: none"> <li>• <b>Chapter 7: Recovery from the Crisis.</b></li> <li>- Post Crisis Stage.</li> <li>- Business Continuity Management.</li> <li>- Business Continuity Plan</li> <li>- A case study</li> </ul>	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	
ILO9	<ul style="list-style-type: none"> <li>• <b>Chapter 8: Global experiences in economic, administrative and financial crises.</b></li> </ul>	2	2	<input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	

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## 6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	The student distinguishes between the concept of crisis and some other synonymous concepts such as disaster, conflict, accident....	Discuss the concept of the crisis and understand the differences between it and some other synonyms	X		X		
ILO2	The student realizes the difference between the term crisis management that is important and vital for any organization and the term management by crises (crisis industry).	Distinction between crisis management and management by crisis through discussion and analysis of practical cases	X		X		
ILO3	The student prepares a crisis management plan by analyzing crisis forecast indicators, suggesting the optimal leadership style to deal with the crisis, forming core and supporting teams, and developing appropriate training programs.	<ul style="list-style-type: none"> <li>- Analysis of crisis indicators.</li> <li>- Determine the requirements for preparing a crisis management plan (different resources, crisis team and appropriate training programs).</li> </ul>	X			X	X
ILO4	The student proposes mechanisms for preventing crises before they occur, and procedures to mitigate their negative effects after their	Study crisis cases for some organizations and propose mechanisms to	X				X

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	occurrence.	prevent them					
ILO5	The student realizes the important role of the media in escalating or alleviating the crisis, the essential role of public relations in protecting the organization reputation, and is trained to deal with stakeholders in crisis situations.	Discuss the role of the media in crises, the responsibility of public relations management in protecting the organization reputation, and the role of stakeholders.	X		X		
ILO6	The student proposes a number of different scenarios to deal with the crisis depending on the type, severity and degree of control of the crisis, and analyzes the offensive and defensive strategies that the organization can pursue to cope with the crisis.	Analysis the crisis scenarios and strategies, and choose the best one	X			X	X
ILO7	The student analyzes the status of the post-crisis organization by calculating the damage and drawing lessons to learn from the mistakes that occurred during and before the crisis and to benefit from it in the recovery and re-start phase.	Conclude the advantages and disadvantages of crisis management practices for some organizations and make future recommendations.	X		X		
ILO8	The student understands the impact of the organization's cultural and ethical aspects, stakeholders and surrounding environment in crisis situations	Discuss the impact of ethical and cultural aspects in creating, promoting or containing crises	X				X
IL09	The student gets acquainted the most important global economic, financial and administrative crises and draws the most important lessons learned from them.	View and analyze some of the world-famous crises	X			X	

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## 7- Practice Tools:

Tool Name	Description

## 8- Main References

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