

Module Layout

ERM611 / Crisis Management

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

Co-requisite Modules

Grading Scheme

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

Grading Rules and Assessment methods

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e. $90\% \times 10 = 9$, 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.