

Upper Iowa University

External Degree Program

BA 449-07 Business and Industrial Crisis Management

COURSE DESCRIPTION:

Through case studies and discussion, learners explore crisis emergency management in the fundamental concepts such as crisis management, disaster recovery, organizational continuity, and vulnerability and risk analyses. Learners will gain practice with tools including business area impact analysis, and explore risk management and loss control strategies. Learners will explore the characteristics or realistic and effective contingency, response, business recovery, and crisis management plans and discuss the purpose, value, and types of exercises and training needed to support effective crisis management, disaster recovery and organizational continuity. Prerequisites: BA 210 and PA 306. Three semester credits.

COURSE OBJECTIVES:

1. Identify the similarities and differences between governmental emergency management and private sector crisis management by applying the concepts of crisis management, disaster recovery, and organizational continuity to the examination of organizations presented in case studies.
2. Apply and/or defend process/strategy of business area impact analysis (BAIA) and risk management and loss control in case studies.
3. Apply risk analysis methodologies to case studies to assess risk and its component vulnerability.
4. Critique the adequacy, contents and characteristics of realistic and effective contingency, response, business recovery, and crisis management plans by discussing the purpose, value, and types of drills/exercises/training sessions needed to support an effective crisis management, disaster recovery, and organizational continuity program.
5. Define the composition of and resources required to create and manage effective crisis management teams.
6. Critique the effectiveness of crisis communications.
7. Apply the requirements for adequate emergency event response as related to emergency response management, business resumption, and business recovery.
8. Define the role and responsibilities of private sector organizational continuity in the regional and social recovery from a major disaster and the need to integrate all facets of crisis management, disaster recovery, and organizational continuity into a single crisis management plan.
9. Explain and recognize a crisis situation.
10. Examine a proactive approach for preventing and handling a crisis.
11. Evaluate the roles and responsibilities of management in crisis situations.
12. Assess and deal with crisis management through development of a disaster recovery plan.

REQUIRED MATERIALS:

1. Crisis In Organizations II, Barton, Laurence, South-Western College Publishing, 2001.
2. The Crisis Manager, Facing Risk And Responsibility, Lerbinger, Otto, Lawrence Erlbaum Associates, 1997.
3. Syllabus.

You may purchase your textbook through MBS Direct by calling their toll free number at: 800-325-3252 or through the UIU homepage: www.uiu.edu. Click on the link for current students then select order textbooks from the options in the left hand column. Follow the link and select External Degree for your location.

WRITING PROFICIENCY:

It is recommended that all papers and research are done in the APA style. We expect appropriate writing skills of proper grammar, punctuation, sentence structure, paragraph development, and logical sequence of thought in all written work, and exams.

It is recommended that all students purchase the APA guide/manual listed on the UIU website. *Publication Manual of the American Psychological Association*. \$27.00 new.

COURSE OVERVIEW:

The course is divided into three study units, mid-term and a disaster recovery plan. Two study units consist of reading assignments and other written assignments. The third study unit will consist of reading assignments and outline for your disaster recovery plan. The mid-term exam is closed book and proctored. A disaster recovery plan will serve as your final exam.

READING ASSIGNMENTS:

Units I and II will consist of all the chapters from the Barton textbook as required reading. Unit III Outline and the final disaster recovery plan will consist of Appendix A from the Barton textbook with application of the readings in the Lerbinger textbook. Details are provided in the unit assignment sections of the syllabus.

CHAPTER QUESTIONS:

Chapter questions and points per question are detailed in the unit assignment section of the syllabus.

WRITTEN ASSIGNMENT CRITERIA:

For your Unit III Outline and your Final Disaster Recovery Plan, determine the type of crisis for your Disaster Recovery Plan. Choose from the list in Part II: Managing Seven Types of Crises in

the Lerbinger textbook. You may use Appendix A in the Barton textbook as a guideline for your Disaster Recovery Plan. Find information on the topic from several sources, for example, newspapers, newsletters, magazines, journals, and the Internet, and write a Disaster Recovery Plan (approximately 8-10 pages). The paper should be typed and double-spaced. It should have a title page, body, and bibliography. Be sure to express your opinion on the topic after you have stated the facts and the opinions of others. Pages are to contain references or footnotes. Remember, in a paper you must reference or footnote every thought that originated with someone else. However, after you have stated the facts and opinion of others, be sure to write your analysis or opinion of those facts or circumstances and a discussion of your opinion. Details are provided in the unit assignment sections of the syllabus.

Please Note: If your company has a disaster recovery plan and you would like to use it as your final that is fine however you will need to critique it explaining the strengths, weaknesses, opportunities and threats with the plan – relating it back to our readings in both textbooks. You will still be required to submit the same required pages along with your company's plan.

Grading guidelines include:

- Proper Spelling
- Proper subject-verb agreement
- No incomplete or run-on sentences
- Consistent chronology
- Proper punctuation
- Clarity
- APA writing style

CITATION:

Encyclopedias of any kind, including the very popular Wikipedia, are not primary sources and should not be cited or used in constructing academic papers at the graduate or undergraduate level. They can, however, be useful to help gather some background information and to point the way to more reliable sources.

EXAMINATION INFORMATION:

Mid-Term - The examination is closed book and proctored. The Mid-Term Exam covers Unit I & II. The exam contains essay questions and case studies, "What Would You Do?" To prepare for your exam you will need a thorough understanding of the required textbook by Barton. Exam questions will **not** necessarily be identical to questions you have already seen on coursework.

NOTE: In order to pass this course, you must get a passing grade ("D" or better), on the midterm exam and have enough cumulative points to earn a passing grade.

GRADING:

UNIT	CHAPTER QUESTIONS	OUTLINE	DISASTER RECOVERY PLAN	TOTAL POINTS
I	100			100
II	100			100
Mid-Term Exam	50			50
III		50		50
Final Exam			200	200
				500

Your grade will be based on the point scale below:

500-450	=	A (90% & above)
449-400	=	B (80%-89%)
399-350	=	C (70%-79%)
349-300	=	D (60%-69%)
299-0	=	F (59% & below)

Upper Iowa University uses a standard grading system:

A = All work is excellent, shows exceptional understanding of materials; logical, clear, and insightful written and oral work, incorporates knowledge from other sources and moves easily to the next level of understanding, works well beyond minimum requirements.

B = Understanding material is good to very good, demonstrates good grasp of material, good oral and written skills, produces more than the minimum requirements, quality of all work is high.

C = Satisfactory understanding of the material, submits only the minimum requirements, communicates adequately in oral and written formats, displays an adequate understanding of all basic concepts.

D = Quality and quantity written and oral work is below average and barely acceptable.

F = Quality and quantity written and oral work is unacceptable.

CHEATING, ACADEMIC DISHONESTY AND PLAGIARISM:

Because cheating, academic dishonesty and plagiarism are affronts to the University community as a whole and a denial of the offender's own integrity, they will not be tolerated. Cheating includes but is not limited to:

- the use of unauthorized books, notes or other sources in the giving or securing of help in an examination or other course assignments,
- the copying of other students' work or allowing others to copy your work,
- the submission of work that is not your own or allowing others to submit your work as theirs,
- the submission of the same work for two or more classes without the approval of any instructors involved.

Academic dishonesty includes, but is not limited to:

- sharing academic materials knowing they will be used inappropriately,
- having access to another person's work without permission,
- providing false or incomplete information on an academic document,
- changing student records without approval.
- obtaining and using texts intended for instructor use only.

Plagiarism includes, but is not limited to:

- the presentation of another's published or unpublished work as one's own,
- taking words or ideas of another and either copying them or paraphrasing them without proper citation of the source,
- using charts, graphs, statistics or tables without proper citation.

Detected cheating, academic dishonesty, or plagiarism will result in consequences that may, at the instructor's discretion, include course failure. In addition, an offender may be reported to the Senior Vice President for the Extended University, the Dean of the Extended University, or designee for possible disciplinary action, which may include suspension or dismissal from the University. Upper Iowa University may make use of various plagiarism detection services. Individuals, by enrolling in courses offered by the University, consent to submission by the University of course-related assignments to such services and the retention of a copy of such assignments by the service.

Cheating, academic dishonesty and plagiarism infractions are tracked by the Dean of the Extended University, and cumulative evidence collected from multiple incidents will be considered when making suspension or dismissal decisions.

Extended University Catalog 2006/07 page 94.

http://www.uiu.edu/catalogs/eu/html/univ_policies.html#cheating

ATTENDANCE:

Even though a student does not attend a regular classroom in the traditional sense and keep up with a set schedule of assignments, it should be pointed out how important it is to keep yourself on a regular timely schedule if possible to complete and send in units. It is too easy to set work aside and decide to do it later. Suddenly, the need to complete assignments and get them in by deadlines can become stressful and, at times, impossible. The key would be to set time aside on a regular basis and submit work in a timely manner.

LIBRARY RESOURCES:

As a student of Upper Iowa University, you have access to the resources of the Henderson-Wilder Library on the Fayette campus. If travel to the campus is not feasible, you can access the library through the University's website. Go to: www.uiu.edu and click on the Library option located on the left side of the home page. If you would like to use InfoTrac, please contact the UIU Library staff at library@uiu.edu.

WITHDRAWAL:

If you wish to withdraw prior to the last day of the enrollment period you must contact the External Degree office by phone or in writing. After your original six month enrollment period you no longer have the option to withdraw from the course. You must finish the course or have a final grade assigned based on the coursework submitted.

SPECIAL NEEDS:

If you require accommodation for special needs, please provide documentation to: Director of External Degree.

This syllabus is tentative and subject to change.