

Disclaimer: This is an indicative syllabus only and may be subject to changes. The final and official syllabus will be distributed by the Instructor during the first day of class.

The American University of Rome Business Administration Program

Department or degree program mission statement, student learning objectives, as appropriate

Course Title:	Chaos & Catastrophe - Crisis Management for Global Business
Course Number:	MGT 309
Credits & hours:	3 credits
Pre/Co-Requisites:	MKT 200 O or MGT 201 and any 300-level or higher business course or permission of the Instructor.

Required Textbook *(subject to change)*

- Coombs, W. Timothy. 2012. Ongoing Crisis Communication, Third edition. Thousand Oaks, CA, USA: Sage Publications.
ISBN: 9781412983105

Course description

Students will learn to both cope and succeed as professionals in the midst of chaos as catastrophe threatens both the firm and individuals. The course will define a crisis and the ways in which individuals and organizations' management cope during a crisis. Crisis intervention methods and tools for business professionals to effectively work with crisis situations will be presented. The course will cover different „crises“ as they relate to day-to-day interactions, emergency situations (i.e. business related: product, facility and image-related, as well as employee-related: suicide, bereavement, violence and substance-abuse). Crisis management programs and plans will be developed alongside a crisis management simulation exercise, to provide a, real-world'.

Course Learning Objectives

At the end of the course, students will be able to:

1. communicate an understanding of the phenomenon of crisis management and its application to a variety of situations
2. demonstrate a detailed knowledge of the elements of leadership that are essential for the management of crisis situations and an ability to list the qualities of a successful crisis manager
3. apply theory to practice that demonstrates a comprehension of crisis management theory and the essential leadership qualities of a successful crisis manager
4. use advanced communication (written and oral) skills to successfully lead the crisis management team during a crisis

Course Learning Activities

- Discussion and definition of a crisis situation (LO 1, 3, 4)
- Development of a crisis management plan for a chosen organization (LO Objectives 1, 2, 3, 4)
- Presentation, as part of a semester-long project group, of a crisis management plan to “upper management” of the organization LO 3 and 4)
- Participation in a crisis management simulation (table-top exercise) (LO 1, 2, 3, 4)

Assessment tools

Participation	10%
Quizzes, Exercises/Cases	20%
Individual presentations	20%
CM Group ‘Company’ Project	25%
Final exam	25%

Sample Syllabus

COURSE SCHEDULE

Week	Topic	Assignments
Week 1	<ul style="list-style-type: none"> - Course “tour” and introduction: what is crisis management (cm)? Why is it important? What are our objectives for this course? - Syllabus & rubric review & general ‘housekeeping’ information - Defining a crisis: sudden or smoldering (institute for crisis management) exercise - Individual presentation formation - Semester project group formation - Introducing the cm program plan - Developing the cm response team - Ethics & social responsibility - Social and cultural environments - Written group project proposals due (hardcopy) - 1 minute executive summary oral presentation 	
Week 2	<ul style="list-style-type: none"> - Business continuity analysis & risk management - Crisis communications - Media relations - Aur business survival skills #1: how to present (in front of an audience) - Corporations - Aur business survival skills #2: budgets - Written group project status due (hardcopy) - 3 minute executive summary oral presentation 	<ul style="list-style-type: none"> - #1 (text) - #8 (free) - #2 (text) - #7 (free) - #3 (text) - #6 (free)
Week 3	<ul style="list-style-type: none"> - Activists & ngos - Governments & regulatory agencies - Aur business survival skills #3: project management - Employee awareness & training programs - Employee crises - Product & facilities crises - Written group project proposals due (hardcopy) - 3 minute executive summary oral presentation 	<ul style="list-style-type: none"> - #4 (text) - #5 (free) - #5 (text) - #4 (free) - #6 (text) - #3 (free)
Week 4	<ul style="list-style-type: none"> - Corporate/organization image crises - AUR business survival skills #4: resumes & interviews - Group presentation review/q & a “putting it all together” – the global crisis management program - Group presentations 	<ul style="list-style-type: none"> - #7 (text) - #2 (free) - #8 (text) - #1 (free)
Week 5	<ul style="list-style-type: none"> - Final exam review - FINAL EXAM 	

ATTENDANCE POLICY

In keeping with AUR's mission to prepare students to live and work across cultures, the University places a high value on classroom experience. As a result attendance is expected in all classes and attendance records are maintained. The University's attendance policy is as follows:

1.0. Minimum Attendance Requirement: Students must attend a minimum of 70% of a course in order to be eligible to be considered for a passing grade.

1.1. Automatically Accepted Absences

Students will not be penalized for one absence from classes meeting once a week;
Students will not be penalized for three absences from classes meeting twice a week;
Students will not be penalized for four absences from classes meeting more than twice a week, as in the case of some intensive courses.

1.2. If further absences are recorded, grade penalties will be applied according to the Instructor's specific attendance policy, as stated in the syllabus, and following the institutional parameters given in the Note* below.

1.2.1. If the Instructor does not specify an attendance policy, there will be no grade penalty other than that attached to the minimum attendance requirement, and any penalized absences recorded above the basic 70% attendance requirement for the course will be invalidated.

1.3. During Summer sessions where courses are taught more intensively over a shorter period the following applies:

- Students will not be penalized for two absences from class.

2.0. Tolerated Absences

Certain categories of absence will not be penalized but they will be counted as an absence (for a 3-credit course meeting twice a week). These absences are:

- The Model United Nations (MUN);
- Permit to Stay,
- SG's "Ambassador Program" (Student Government initiative)
- Religious Holidays

The American University of Rome makes all reasonable efforts to accommodate students who must be absent from classes to observe religious holidays. (Please refer to the Provost's Office list of accepted absences for religious holidays)

Not attending a class due to the observance of a religious holiday will normally not be counted as an absence.

Students who will need to miss class in order to observe religious holidays must notify their Instructors by the end of the Add/Drop period (first week of classes), and must make prior arrangements with their Instructors to make up any work missed.

2.1. The list does NOT include academic field trips because these (including arrangements for travel) must not overlap with other classes.

3.0. Cases of prolonged absences caused by an emergency or a medical condition may require students to withdraw from some or all of their courses. Under such circumstances students should first consult their academic advisors.

*Note: No Instructor may penalize a student more than half a letter grade for each absence beyond the tolerated limit (e.g. from A- to B+).

Grade Point Average

A student's grade point average (GPA) is computed by multiplying the quality points achieved by the number of credits for each course. The result is then divided by the total number of credit hours taken. The Cumulative or Career Total Grade Point Average (CGPA) is the grade point average for all credit hours taken at the University and at approved study abroad programs. The GPA and CGPA are calculated by truncating after the second digit after the decimal point. Transfer credits have no effect on the CGPA at The American University of Rome.

Grades

Grades are posted on a secure area of the University's official website and are mailed to AUR degree students only upon written request. Grades are mailed to the various study abroad programs. Grades computed in the (GPA) reflect the following grade equivalents:

GRADE		GPA	
A	Excellent	4.00	94 – 100 points
A-		3.70	90 – 93.99 pts
B+	Very Good	3.30	87 – 89.99
B	Good	3.00	83 – 86.99
B-		2.70	80 – 82.99
C+		2.30	77 – 79.99
C	Satisfactory	2.00	73 – 76.99
C-	Less than Satisfactory	1.70	70 – 72.99
D	Poor	1.00	60 – 69.99
F	Failing	0.00	59.99 – 0
WU	Unofficial withdrawal counts as an F	0.00	
P	Applicable to development courses	0.00	
<i>Grades not computed into the grade point average are:</i>			
W	Withdrawal		
AUDIT (AU)	Only possible when the student registers for a course at the beginning of the semester as an audit student		
I	Incomplete work must be completed within the ensuing semester. Failure to do so results in automatically converting the I grade to the default grade, which is then computed into the grade point average		
P	Pass grade is applicable to courses as indicated in the catalog.		
WIP	Work in progress		