



**Department of Business Administration**

**University of Cihan**

**Subject: Crisis Management**

**Course Book – Year 4**

**Lecturer's name: Mr. Mustafa Alsaigh**

**Academic Year: 2023/2024**

# Course Book

<b>1. Course name</b>	<b>Crisis Management</b>
<b>2. Lecturer in charge</b>	<b>Mr. Mustafa Alsaigh</b>
<b>3. Department/ College</b>	<b>Business administration</b>
<b>4. Contact</b>	<b>e-mail: mustafa.alsaigh@sulicihan.edu.krd</b>
<b>5. Time (in hours) per week</b>	<b>3 hours</b>
<b>6. Office hours</b>	<b>10 hours</b>
<b>7. Course code</b>	
<b>8. Teacher's academic profile</b>	<p><b>Mr. Mustafa Alsaigh</b></p> <p>Bachelor of Management Information Systems</p> <p>Master of IT-Management</p>
<b>9. Keywords</b>	Crisis Management, Business Impact Analysis
<b>10. Course overview:</b>	<p>This course is designed to provide students with the opportunity to engage and think about the future and how to approach it within the context of traditional and non-traditional, national and international security issues in a complex world. Throughout the semester, students will have the opportunity to reflect critically upon the theoretical, conceptual and methodological underpinnings of risk management and strategic foresight and warning, to familiarise themselves with existing methodologies and reports through real-world case studies addressing contemporary security issues and global crises. Finally, they will apply the understanding acquired through a series of exercises designed as a group(s) project on a topic they will have selected.</p>
<b>11. Course objective:</b>	<p>a- Contemporary intellectual student of implications for the CM developed.</p> <p>b- Strengthening the capacity of students to interpret and analysis of CM.</p> <p>c- Strengthening the capacity of student calendar for CM decisions.</p> <p>d- Enable students identify the theories and concepts through which the formulation of the theory of CM.</p> <p>e- Strengthening the capacity of student choice between investment projects and source of funding institutions in business</p>
<b>12. Student's obligation</b>	

### 13. Forms of teaching

Class time is primarily devoted to lectures, using PowerPoint presentation, also data show will be used in the lecture

### 14. Assessment scheme

- Mid Semester Exam 30%
- Activities & quizzes 10%
- Final Exam of Semester 60%

### 15. Student learning outcome:

Upon completion of this subject, students should have sufficient knowledge to do all the following :

This course also helps students identify potential risks or situations that may precipitate a crisis or emergency and learn approaches on how to respond to such incidents. The importance of communication and making instant and effective decisions is also covered, as are a variety of emergency response scenarios; from planning evacuation from a local elementary school affected by an earthquake to a major hospital suffering a massive power outage to the threat of a rogue employee.

### 16. Course Reading List and References:

- Ross, Westerfield & Jaff, Corporate Finance, 7th, ed. 2008
- James C. Van Horne, Financial Management Policy, 12.ed.
- Articles, Lectures, Notes, etc.

### 17. The Topics:

#### Lecturer's name

Lesson 1: What Is Crisis Management

Crisis management, at its most basic definition and meaning, is the ability of employees, managers, or individuals in any type of atmosphere, scenario, or work environment to deal with an emergency or crisis.

Lesson 2: Identifying a Crisis

The basics of crisis management is that the process begins before a crisis occurs. It's established through careful examination and analysis of potential risks in any business or public environment.

Lesson 3: Crisis Management Basics

A crisis may be triggered by a rogue employee, the death of a CEO, mismanagement of funds or a variety of other scenarios that may come totally out of left field for many business managers.

#### Lesson 4: Crisis Stages

In most situations, a crisis is precipitated by warning signs. It's up to individuals to detect the signs, which may be overt or subtle.

#### Lesson 5: Establishing a Crisis Management Team

Having a team in place to handle potential emergency situations is essential for most social environments, from elementary schools to universities and from small businesses to global corporations.

#### Lesson 6: The Role of the Crisis Manager

Understanding the basic functions of a crisis manager helps industry or business leaders determine the best person or persons for the job, depending on the size of the business or corporation, as well as a social scenario.

#### Lesson 7: Putting Crisis Management into Action

Crisis management can only be effective when it is practiced. However, it should also be understood that a crisis does not have to involve an immediate situation that can be resolved in a matter of minutes or hours.

#### Lesson 8: Psychology of Crisis Management Decisions

Making crisis management decisions involves assembling data on an ongoing basis and making important decisions while at the same time maintaining open lines of communication.

#### Lesson 9: Emergency Response Scenarios

Dealing with emergency response situations means taking the time to plan, practice, and implement various responses in such environments. It's not enough to come up with one idea to deal with an emergency.

#### Lesson 10: Common Crisis Management Plan Weaknesses

Because no two crisis management plans are alike, crisis management team members should be aware of the most common weaknesses found in a variety of crisis management plans.

#### Lesson 11: Contingency Plans

Contingency plans are designed to help reduce the impact of a crisis or deal with various aspects of a crisis in an effort to ensure safety, reduce loss of revenue, deal with media, and maintain or improve media relations.

<p>Lesson 12: Damage Control</p> <p>Damage control is just that. It is containing the damage and loss of reputation, revenue, confidence, or loyalty between employees and managers or between consumers and suppliers.</p> <p>Lesson 13: A Crisis Management Checklist</p> <p>Organization, information, and practice are the foundations of successful crisis management planning.</p>	
<p><b>18. Practical Topics (if there is any)</b></p>	
<p><b>19. Examinations:</b></p> <p><b>1. <i>Compositional:</i></b> In this type of exam the questions usually starts with Explain how, What are the reasons for...?, Why...?, How....? With their typical answers Examples should be provided</p> <p><b>2. <i>True or false type of exams:</i></b></p> <p>In this type of exam a short sentence about a specific subject will be provided, and then students will comment on the trueness or falseness of this particular sentence.</p> <p><b>3. <i>Multiple choices:</i></b> In this type of exam there will be a number of phrases next or below a statement, students will match the correct phrase. Examples should be provided.</p> <p>Different teaching techniques will be used to reach the objectives of our first semester of this year (2015-2016).</p> <p>Firstly: There well be classroom discussions and the lecturer will give enough time to solve, analyze and evaluate problems sets throughout the semester.</p> <p>Secondly: Worksheet will be designed to give students a chance for practicing on several aspects of the course in the classroom.</p>	