



Department of Business Administration

University of Cihan- Sulaimaniya

Subject: Crisis Management

Course Book – Year 4- Semester 1

Lecturer's name : Dr. Wrya Najm Rashid

Academic Year: 2024/2025

Course Book

1. Course name	Crisis Management
2. Lecturer in charge	Wrya Najm Rashid
3. Department/ College	Business administration
4. Time (in hours) per week	3 hour
5. Office hours	
6. Course code	
7. Teacher's academic profile	<i>https://sites.google.com/a/univsul.edu.iq/wrya-rashid/</i>
8. Keywords	Risk, Crisis, Management
<p>9. Course overview: Crisis Management is the process by which an organization deals with major unpredictable events that threatens to harm the organization, its stakeholders, or the general public. Three elements are common to most definitions of crisis: (a) a threat to the organization, (2) the element of surprise, and (3) a short decision time. Many business owners and managers feel that crisis types are limited to natural disasters not realizing that there six other categories of crisis that can affect their organization. In this crisis management course you will be required to apply your crisis management knowledge and skill in the development of a Crisis Management Plan and Media Strategy for a real world organization. This course on crisis management offers participants the basics in identifying, preventing, and controlling crisis situations. Crisis management basics, from preparation to training and compliance are discussed, as are various stages of a crisis, and the need to establish a crisis management team. Clearly identifying the roles and functions of each crisis management team member is essential for the ultimate success of contingency planning, which is also discussed. This course also helps participants identify potential risks or situations that may precipitate a crisis or emergency and learn approaches on how to respond to such incidents.</p>	
<p>10. Course objective: ✓ Understand Nature of crisis and crisis management</p> <ol style="list-style-type: none"> 1. Students will learn analytical and practical foundations to anticipate potential crises and develop methods of avoiding or minimizing damage. 2. Students will understand the impact of crises on the community, on the organization, and on its stakeholders. 3. Students will demonstrate methods of diagnosing and resolving crisis situations. 	
<p>11. Student's obligation</p> <ol style="list-style-type: none"> 1- Students will be required to provide a summary of each chapter that will be discussed in class to see their understanding of the lecture. 2- Quizzes will be given at the end of each chapter to test students' knowledge of the subject. <p>Case studies will be given to students to analyse and provide summary of the case.</p>	

12. Forms of teaching

1- Class time is primarily devoted to lectures, using Power Point presentation. Also, data show will be used in the lecturers, presentation.

13. Assessment scheme

Midterm Examination	30 %
Paper, Quiz, Project	10 %
Lab exam	**%
Final Practical Examination	**%
Final theory exam	60 %

14. Student learning outcome:

- 1- By successfully completing this course, participants will be able to:
- 2- Define crisis management. • Identify what a crisis is. • Describe the basics of crisis management. • Define the stages of a crisis. • Describe how to establish a crisis management team.
- 3- Define the role of the crisis manager. • Describe putting crisis management into action. Describe common crisis management plan weaknesses. • Develop contingency plans.

15. Course Reading List and References:

1- Crisis Management in the New Strategy Landscape (1st edition) (Required)

Crandall, Parnell, Spillan
Sage Publications (2009).

2- Crisis Leadership: Planning for the Unthinkable (1st edition) (Required)

Mitroff, Ian
Wiley (2004).

- 1- <https://www.universalclass.com/articles/self-help/crisis-management/developing-a-team-for-crisis-management.htm>
- 2- <https://www.universalclass.com/articles/self-help/crisis-management/the-basics-of-crisis-management.htm>
- 3- <https://www.universalclass.com/articles/self-help/crisis-management/activating-a-crisis-management-plan.htm>
- 4- <https://www.universalclass.com/articles/self-help/crisis-management/developing-a-team-for-crisis-management.htm>
- 5- <https://www.universalclass.com/articles/business/crisis-management/weaknesses-in-crisis-management-plans.htm>

16. The Topics:

Lecture No	Topic
Weak 1	An Introduction to Crisis Management
Weak 2	What Is Crisis Management
Weak 3	Identifying a Crisis
Weak 4	Crisis Management Basics,Crisis Planning
Weak 5	Elements of crisis,Crisis Stages , Crisis life cycle
Weak 6	<ul style="list-style-type: none">- Spread and Intensification of Crisis- Establishing a Crisis Management Team- Crisis management objectives
Weak 7	<ul style="list-style-type: none">- The Role of Crisis Manager- Putting Crisis Management Into Action- Crisis management steps:- How to create a crisis management strategy
Weak 8	Exam
Weak 9	<ul style="list-style-type: none">- Crisis Management Decisions- The role of BIA in crisis recovery planning
Weak 10	<ul style="list-style-type: none">-What is a Crisis Management Plan?
Weak 11	<ul style="list-style-type: none">- Why Crisis Management Plan?- Characteristics of CMP
Weak 12	Common Mistakes of CMP
Weak 13	10 Steps to Proactive Crisis Planning
Weak 14	Review
Final Examination	

1. Peer review

Main Lecturer incharged

Head of The Department