

Valid for 2023.HS

<b>Module Name: Crisis Management: Action Planning &amp; Directing</b>		
Module Code	w.BA.XX.WPM-CLA.XX	
Module Description	<p>The elective "Crisis Management: Action Planning &amp; Directing" is designed for students who are interested in exploring crisis management situations and scenarios. An established organizational leadership methodology (OLM) for crisis management will be taught and applied through case-based scenarios. Theories and applications of strategic and operational planning for crisis management, leadership, and communication will be explored. Working in study teams, students will acquire an understanding of the key elements of crisis management. They will learn the importance of scanning, analyzing, and assessing a situation in times of crisis in order to make well-founded decisions. Communication during a crisis will also be covered. Exercises will allow students to assess their own capabilities as well as their study team's performance from a management perspective. N.B.: This elective consists of theoretical and practical lectures, with input on organizational crisis theory, crisis leadership, and crisis communication. The case-based exercises will be structured over two full-day workshops on Friday, 27 October and Saturday, 28 October 2023 (8am - 5pm on both days). The case-based exercise on Saturday, 28 October 2023, and the final study team presentations on Thursday, 16 November 2023 form part of the performance assessment for this elective. Attendance on these dates is mandatory. Students unable to attend in full on either or both of these dates will be given a separate case study, which must be completed individually.</p>	
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Specialization in Accounting, Controlling, Auditing</li> <li>§ Business Administration - Specialization in Banking and Finance</li> <li>§ Business Administration - Specialization in Banking and Finance (FLEX)</li> <li>§ Business Administration - Specialization in Banking and Finance (PiE)</li> <li>§ Business Administration - Specialization in Behavioral Design</li> <li>§ Business Administration - Specialization in Economics and Politics</li> <li>§ Business Administration - Specialization in General Management</li> <li>§ Business Administration - Specialization in General Management (Flex)</li> <li>§ Business Administration - Specialization in Marketing</li> <li>§ Business Administration - Specialization in Risk and Insurance</li> <li>§ Business Information Technology</li> <li>§ Business Information Technology - Specialization in Business Information Systems</li> <li>§ Business Law</li> <li>§ International Management</li> </ul>	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
ECTS	3	
Organizational Unit	W Abteilung International Business	
Module Coordinator	Michael Farley (farl)	
Deputy Module Coordinator	Pascal Frei (frpa)	
Prerequisite Knowledge	The elective is open to Bachelor's students in the main study period (Hauptstudium). Students should have general knowledge and a basic understanding of business and organizations, strategy, people management, and marketing communications.	
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>	
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence</li> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> <li>Methodological Competence</li> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul>	

	Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change		
Module Learning Objectives	Students... § will be able to understand the key elements of crisis leadership, management and the decision making challenges associated with crises. § can apply the organizational leadership methodology and the mission accomplishment procedure and can use both effectively in crisis scenarios. § will learn to scan, analyze, and assess the situation in times of crisis using a structured framework – the organizational leadership methodology. § are able to assess various scenarios and options and operationalize potential strategies needed to manage a crisis. § can identify the key stakeholders involved in a crisis and develop appropriate strategies for stakeholder engagement and management. § will be able to assess their own capabilities and assess team performance from a management perspective. § are able to make timely and well-founded decisions that are relevant to the crisis situation and be able to communicate these in a professional manner.		
Module Content	§ Crisis management and leadership theory and practice. § Organizational leadership methodology (OLM): Mission and problem assessment; formulating scenarios; developing options; action planning & directing: staff and resources. § Crisis communication management; stakeholder engagement and involvement. § Case-based exercises (x4), mission and problem assessment and applying the organizational leadership methodology. § Self-reflection and assessment of own leadership capabilities and team performance		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Problem-Oriented Teaching	<b>Social Settings Used:</b> § Individual Work § Group Work	
Digital Resources	§ Teaching Materials § Case Studies (with Key)		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	14 h	-	
Small Class	8 h	-	
Group Instruction	-	-	
Practical Work	16 h	36 h	
Seminar	-	-	
<b>Total</b>	<b>38 h</b>	<b>36 h</b>	<b>16 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Engagement in and work quality produced for case study exercise (Saturday, 28 October only)	Grade	-	20,00 %
Talk/oral presentation	Grade	30	30,00 %
Written Assignment	Grade	-	50,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other  Attendance at the assessment exercises on Saturday, 28 October 2023 (8am - 5pm) and the final study team presentations on Thursday, 16 November 2023 is mandatory. Students unable to attend on either or both of these dates in full will be given a separate case study, which must be completed individually.		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	-		

Comments	-
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