

Valid for 2023.FS

<b>Module Name: Crisis Management: Action Planning &amp; Directing</b>			
Module Code	w.BA.XX.WPM-CLA.XX		
Module Description	The elective "Crisis Management: Action Planning & 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. Attention: This elective consists of theoretical and practical lectures (4 weeks x 2 lectures) with input on organizational crisis theory, crisis leadership, and crisis communication. The case-based exercises will be structured over three full-day workshops on Saturday, 18 March, Friday, 31 March, and Saturday, 1 April 2023. A self-reflection activity (1 week x 2 lectures) will conclude the elective. The case-based exercise on Saturday, 1 April, and the final study team presentations in w/c 17 April, form part of the performance assessment for this elective.		
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	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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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 <ul style="list-style-type: none"> <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> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <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> </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	16 h	10 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	24 h	25 h	
Seminar	-	-	
<b>Total</b>	<b>40 h</b>	<b>35 h</b>	<b>15 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>Written Assignment</b>		<b>Assessment</b>	<b>Length (min.)</b>
Written Assignment		Grade	-
<b>Talk/oral presentation</b>		<b>Assessment</b>	<b>Length (min.)</b>
Talk/oral presentation		Grade	30
Weighting		60,00 %	
Weighting		40,00 %	
Classroom Attendance Requirement	Mandatory Attendance: Other  For the assessment exercises on Saturday, 1 April, and in w/c 17 April, attendance of all students is mandatory.		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	-		

Comments	This elective consists of theoretical and practical lectures (4 weeks x 2 lectures) with input on organizational crisis theory, crisis leadership and management, and crisis communication. The case-based exercises will be structured over three full-day workshops on Saturday, 18 March, Friday, 31 March, and Saturday, 1 April. A self-reflection activity (1 week x 2 lectures) will conclude the elective. The case-based exercise on Saturday, 1 April, and the final study team presentations in w/c 17 April, form part of the performance assessment for this elective
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