

TOROS ÜNİVERSİTESİ

Faculty Of Engineering
Industrial Engineering (English)

Course Information

CRISIS MANAGEMENT					
Code	Semester	Theoretical	Practice	National Credit	ECTS Credit
		Hour / Week			
INE453	Fall	3	0	3	4

Prerequisites and co-requisites	None
Language of instruction	English
Type	Elective
Level of Course	Bachelor's
Lecturer	
Mode of Delivery	Face to Face
Suggested Subject	None
Professional practise (internship)	None
Objectives of the Course	As per the learning paradigm, after successfully completing this class, students will be able to: • Demonstrate methods of diagnosing & resolving crisis situations • Examine the inter-relationship of crisis planning, CM & ethical decision making processes and practices • Understand personal responses to crisis as influenced by knowledge, skills, abilities, biases, and resources • Develop skills to resolve, minimize damage or avoid chaos before, during & after a crisis • Synthesize the process of anticipating & preparing, rapid response, follow-through & post-evaluations • Process criteria for selection, training, maintaining a CM team • Research, develop & write a comprehensive crisis management manual
Contents of the Course	This online course examines the dilemmas of managerial responsibility that occur when organizations face crisis because of disasters, unexpected circumstances or circumstances beyond the scope of managerial control. Students are provided with the analytical and practical foundations to anticipate possible crises; develop methods of avoiding or minimizing damage, and deal with the resulting impact to stakeholders. Included are how to prepare an emergency list; identify pre-crisis symptoms; select & shepherd a successful team. We will examine existing case studies of organizations who have handled crises.

Learning Outcomes of Course

#	Learning Outcomes
1	Students will gain knowledge on the issues facing public relations practitioners in businesses and organizations when a crisis situation demands immediate public response.
2	Students will learn practical techniques and planning necessary to successfully communicate during a crisis situation.
3	Student will be able to develop crisis prevention techniques, manage crises to minimize damages, optimize resource allocation and post evaluate the crises' effects.
4	

Course Syllabus

#	Subjects	Teaching Methods and Technics
1	Defining crisis, Psychology of Crisis	Lecturing
2	Addressing Stakeholders, Internal-external Issues	Lecturing
3	Developing a Crisis Communications Plan	Lecturing
4	Crises Communication and Public Relations	Lecturing
5	Five stages of Crises (Detection, Prevention and Preparation)	Lecturing

6	Five stages of Crises (Containment, Recovery, Learning)	Lecturing
7	Midterm	Exam
8	Case studies- Discussion of famous crisis situations	Lecturing
9	The Media in Crisis-Expectations	Lecturing
10	The Media in Crisis-Maintaining Credibility	Lecturing
11	The Media in Crisis- Accomodating information demand	Lecturing
12	CM Team Manual	Lecturing
13	CM Team Manual	Lecturing
14	Review	Lecturing
15	Review	Lecturing
16	Final Exam	Exam

Course Syllabus

#	Material / Resources	Information About Resources	Reference / Recommended Resources
1	Managing Emergencies and Crises. Dr.Naim Kapucu, ve Dr. Alpaslan OzerdemISBN-13: 9780763781552		

Method of Assessment

#	Weight	Work Type	Work Title
1	40%	Mid-Term Exam	Mid-Term Exam
2	60%	Final Exam	Final Exam

Relationship between Learning Outcomes of Course and Program Outcomes

#	Learning Outcomes	Program Outcomes	Method of Assessment
1	Students will gain knowledge on the issues facing public relations practitioners in businesses and organizations when a crisis situation demands immediate public response.	4	1,2
2	Students will learn practical techniques and planning necessary to successfully communicate during a crisis situation.	4	1,2
3	Student will be able to develop crises prevention techniques, manage crises to minimize damages, optimize resource allocation and post evaluate the crises' effects.	4	1,2
4			

PS. The numbers, which are shown in the column Method of Assessment, presents the methods shown in the previous table, titled as Method of Assessment.

Work Load Details

#	Type of Work	Quantity	Time (Hour)	Work Load
1	Course Duration	14	3	42
2	Course Duration Except Class (Preliminary Study, Enhancement)	14	3	42
3	Presentation and Seminar Preparation	0	0	0
4	Web Research, Library and Archival Work	0	0	0
5	Document/Information Listing	0	0	0
6	Workshop	0	0	0
7	Preparation for Midterm Exam	1	3	3
8	Midterm Exam	0	0	0

9	Quiz	0	0	0
10	Homework	0	0	0
11	Midterm Project	0	0	0
12	Midterm Exercise	0	0	0
13	Final Project	1	3	3
14	Final Exercise	0	0	0
15	Preparation for Final Exam	0	0	0
16	Final Exam	0	0	0
				90