American Public University System
American Military University | American Public University

BUSN655

Course Summary

Course: BUSN655 **Title:** Sustainability and Crisis Management
Length of Course: 8 weeks
Prerequisites: n/a **CreditHours:** 3

Description

Course Description:

BUSN655 introduces the fundamental concepts of crisis management and sustainability in a business. A crisis can happen in an organization anytime, anywhere. Topics include advanced crisis management planning, which is key to sustainability and assures a company has the processes and procedures in place to address almost any issue that may arise. The course also covers the impact of a crisis on an organization's employees, customers, suppliers, and general public; and the sustainability of a company's value.

Course Scope:

Business viability and competitiveness depend upon the long term reliability of human and environmental resources as well as continuity of operations. BUSN655 Sustainability and Crisis Management focuses on the key concepts of sustainability as a growing force in the American and global economy. The student will study internal and external crises to gain insight on how management can mitigate threats and face challenges while incorporating sustainability principles into the organization's operation.

Objectives

Course Objectives:

CO1. Examine key questions for crisis management.
CO2. Identify critical operations and resources to support key business processes, critical interdependencies, and requirements for business process sustainability.
CO3. Evaluate best practices for managing crisis and sustainability throughout a business.
CO4. Measure the effectiveness of crisis management initiatives.
CO5. Measure the effectiveness of sustainable initiatives.

Learning Objectives:

LO1. Identify and explain key issues for sustainable business operations in the three phases of crisis.
LO2. Identify and explain the principle elements of a sustainable economy and define coordinating positive sustainable business practices.
LO3. Identify decision making priorities and best practices in crisis management that align with sustainable business practice.
LO4. Identify effective crisis management initiatives for long term sustainability.

Outline

Week 1:

Objectives: CO1, LO1

Week 1 Lesson and Readings as assigned in eReserve and Classroom

Introductions Welcome Discussion

Week 2:

Objectives: CO1, CO2, LO1, LO2

Week 2 Lesson and Readings as assigned in eReserve and Classroom

Week 2 Discussion

Week 3:

Objectives: CO1, CO2, CO3, LO1, LO2, LO3

Week 3 Lesson and Readings as assigned in eReserve and Classroom

Week 3 Discussion

Week 3 Research Project I due Sunday night 11:59 pm ET

Week 4:

Objectives: CO3, LO3

Week 4 Lesson and Readings as assigned in eReserve and Classroom

Week 5:

Objectives: CO2, CO3, LO1, LO2, LO3

Week 5 Lesson and Readings as assigned in eReserve and Classroom

Week 5 Discussion

Week 5 Research Project II due Sunday night 11:59 pm ET

Week 6:

Objectives: CO3, CO4, LO2, LO3

Week 6 Lesson and Readings as assigned in eReserve and Classroom

Week 6 Discussion

Week 7:

Objectives: CO4, CO5, LO4

Week 7 Lesson and Readings as assigned in eReserve and Classroom

Week 7 Discussion

Week 8:

Objectives: All

Week 8 Lesson and Readings as assigned in eReserve and Classroom

Week 8 - Final Course Project due Sunday night 11:59 pm ET

Evaluation

Assessment	Percent of Grade
Discussions (6)	30 %
Research Assignment I	20 %
Research Assignment II	20%
Final Course Project	30 %
	100%

Disclaimer Statement

Course content may vary from the Syllabus to meet the needs of a particular group or class.

Materials

No one textbook is assigned to this course. Course materials are selected from open resources in texts and articles, as well as audio/video resources, and provided for students in the classroom, through the Library, and web links. Weekly required readings are listed for the course in the Library's eReserve. This listing also is linked directly into the Classroom Content with the Lessons. In addition, other required readings and resources are provided as part of the Lessons, Content, Discussions, and Assignments and any additional material provided by the instructor.

Students are responsible for ALL course materials delivered in the course.

Readings and materials are regularly updated, but digital lapses can occur at any time. Students must immediately report any broken links to their instructor.

Course Guidelines

Citation and Reference Style

Students are required to follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business.

As of April 2020, the School of Business has adopted APA 7th Edition.

Please note that no formal citation style is required in forum assignments in the School of Business.

Academic and Other Assistance

For assistance with your coursework, writing help, and any other help, many sources are available to you. These can be found through the APUS Trefry Library at https://www.apus.edu/apuslibrary/resources-services/resources/academic-success-and-integrity/academic_success_apu.html

Word, PPT, and Excel are 3 key programs you need for your academic work, for submitting Assignments and managing documents providing in your course. You also need to be able to download and read PDF and HTML documents.

Late Assignments

Students are expected to submit assignments by the posted due date and to complete the course according to the published class schedule. The due date is posted with each assignment. Generally speaking, if arrangements are not made in advance with the instructor, a late penalty of up to10% can be assessed for any assignment submitted past the due date. No work will be accepted past the final day of class, unless prior arrangements have been made with the instructor for an extension. As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turnitin

Assignments are automatically submitted through Turnitin when you submit to the Classroom Assignment dropbox. You do not need to separately register at Turnitin. Review the Turnitin report of your submission.

Academic Dishonesty

Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty as well as plagiarism. When in doubt, do not copy/paste, and always cite the source. Students are expected to know and understand the University Honor Code contained in the Student Handbook.

Assignment Submission Guidelines

Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified. It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor. Disclaimer Statement Course content and specific instructions in the course may vary from the Syllabus outline to meet the needs of a particular group or class. Students are responsible for reading and following the content of the course.

Communicating in the Discussions

Discussions are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantial comments will receive credit. The purpose of the Discussions is to actively participate in an on-going discussion about the assigned content. "Substantial" means comments that contribute something new and important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc. Students should refer to the Discussion prompt instructions and grading rubric for expectations and guidance on how to respond to the Discussion. As a class, if we run into conflicting views, we must respect each individual's opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated. Replies must be posted in the week due. Replies posted after the end of the week will not be graded.

Quizzes

Quizzes may consist of true/false, multiple choice, matching, and essay questions. Allocate sufficient time to complete your exams. Quizzes must be submitted by 11:55 pm Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be accepted without prior instructor approval.

Tutor.com

APUS students are offered up to 10 free hours of assistance at Tutor.com. The APUS Library link is here: https://www.apus.edu/apus-library/resources-services/multimedia/tutor-com.html

Tutor.com™ offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours* of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted.

University Policies

Student Handbook

- Drop/Withdrawal Policy

- Extension Requests

- Academic Probation

- Appeals

- Disability Accommodations

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse global society.