American Public University System

BUSN657

Course Summary
Course: BUSN657 **Title:** Crisis Management for the Business Leader
Length of Course: 8 **Faculty:**
Prerequisites: N/A **Credit Hours:** 3

Description

Course Description:

BUSN657, Crisis Management for the Business Leader, introduces the role of leaders/managers in developing a crisis management plan. Topics include the types of crisis, the importance of developing a crisis management plan and implementing a team, the ways to be prepared crisis, as well what can be learned through a crisis. The course also covers the impact of a crisis on an organization's employees, customers, suppliers, and general public; and managing stress during a crisis.

Course Scope:

BUSN657 covers several key concepts. In the course, the student will identify potential internal and external crises and provide insight on how business leaders can work to prepare for crises and challenges in the organization. Students will develop a knowledge of the essential role that leaders/managers play before, during, and after moments of crisis to ensure organizational continuity.

Course Objectives:

CO1. Explore the role of leadership before, during, and after a crisis
CO2. Identify the different types of crises
CO3. Define the role of a crisis management team
CO4. Determine the need for an effective crisis communication system
CO5. Evaluate a crisis management model

Outline

Week 1: Role of Leaders in Crisis Management

Course Objectives:
CO1. Explore the role of leadership before, during, and after a crisis
Text Readings:
Pursiainen, C. (2017). The Crisis Management Cycle 1st ed. https://doiorg.ezproxy2.apus.edu/10.4324/9781315629179 - Chapter 1
Booth, S.A. (2015). Crisis Management Strategy: Competition and Change in Modern Enterprises https://doi-org.ezproxy2.apus.edu/10.4324/9781315645674 - Chapters 4 & 5

Deliverables:
Introduction Post, due day 7 Assignment
1, due day 7

Week 2: The Team

Course Objectives:
CO1. Explore the role of leadership before, during, and after a crisis
CO2. Identify the different types of crises

Text Readings:
Pursiainen: Chapter 2
Booth: Chapter 6

Deliverables:
Discussion Post Week 2, due day 3
Assignment 2, due day 7.

Week 3: Averting a Crisis

Course Objectives:
CO1. Explore the role of leadership before, during, and after a crisis
CO3. Define the role of a crisis management team

Text Readings:

Pursiainen: Chapter 3

Deliverables:
Discussion Post Week 3, due day 3
Assignment 3, due day 7

Week 4: Risk Analysis

Course Objectives:
CO1. Explore the role of leadership before, during, and after a crisis
CO2. Identify the different types of crises
CO3. Define the role of a crisis management team

Text Readings:
Pursiainen: Chapter 4
Booth: Chapter 3

Deliverables:
Discussion Post Week 4, due day 3
Assignment 4, due day 7.

Week 5: Crisis Communication

Course Objectives:
CO1. Explore the role of leadership before, during, and after a crisis
CO3. Define the role of a crisis management team
CO4. Determine the need for an effective crisis communication system

Text Readings:
Pursiainen: Chapter 5

Deliverables:
Discussion Post Week 5, due day 3
Assignment 5, due day 7.

Week 6: Recovery Tactics

Course Objectives:

CO1. Explore the role of leadership before, during, and after a crisis
CO2. Identify the different types of crises
CO5. Evaluate a crisis management model

Text Readings:
Pursiainen: Chapter 6
Booth: Chapters 9 & 11

Deliverables:
Discussion Post Week 6, due day 3
Assignment 6, due day 7.

Week 7: Lessons Learned

Course Objectives:
CO1. Explore the role of leadership before, during, and after a crisis
CO2. Identify the different types of crises
CO3. Define the role of a crisis management team
CO4. Determine the need for an effective crisis communication system
CO5. Evaluate a crisis management model

Text Readings:
Pursiainen: Chapter 7

Deliverables:
No Discussion this week
Final Project, due day 7

Week 8: Reflection

Course Objectives:
CO1. Explore the role of leadership before, during, and after a crisis
CO5. Evaluate a crisis management model

Text Readings:
Pursiainen: Chapter 8

Deliverables:

Discussion Post Week 8, due day 3

Evaluation Grading:

Discussions (7) 35%
    Week 1: Introduction 5%
    Week 2: 5%
    Week 3: 5%
    Week 4: 5%
    Week 5: 5%
    Week 6: 5%
    Week 8: 5%
Homework Assignments (6) 50% Assignment
    Week 1 8.33%
    Assignment Week 2 8.33%
    Assignment Week 3 8.33%
    Assignment Week 4 8.33%
    Assignment Week 5 8.33%
    Assignment Week 6 8.33%
Case Study Project (15%)
    Assignment Week 7 15%

Materials
Various resources from Trefry Library and/or the Open Web are used. Links are provided inside the classroom.
- Please see additional information about accessing e-books in the Course Materials section under Lessons and here http://apus.libanswers.com/coursematerials/faq/2225 • Case studies, journal articles, and selected readings.
- Online Research Library

Course Guidelines

Citation and Reference Style
Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business.

Please note that no formal citation style is required on discussion assignments in the School of Business—only attribution of sources (please see details regarding discussion communication below).

Tutoring

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. Tutor.com also has a Skill Center Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

Student Deadlines

Turnitin

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

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 webservices 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. When in doubt, do not copy/paste, and always cite.

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 may vary from the outline to meet the needs of a particular group or class.

Communicating on the Discussion

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 substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the discussion. The purpose of the discussions is to actively participate in an ongoing discussion about the assigned content. "Substantive" 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. As a class, if we run into conflicting viewpoints, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated. Students must post a response to the weekly discussions prompt and post the required number of replies to other students – refer to the grading rubric and/or discussion instructions for specific expectations on number of replies and word count requirements. The main response to the discussion needs to be provided mid-week – refer to the grading rubric and/or discussion instructions for specific expectations. Late main response posts to a discussion will not be accepted without prior instructor approval. Replies must be posted in the week due and replies after the end of the each week will not be graded.

Quizzes and Exams

Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz. Weekly quizzes must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be accepted without prior instructor approval.

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 adverse, global society.