

Liverpool John Moores University

Title: Issues in Crisis Management
Status: Definitive
Code: **6504IACTPR** (126045)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: Kolej IACT SDN BHD

Team	Leader
Keith Thompson	Y

Academic Level: FHEQ6
Credit Value: 10
Total Delivered Hours: 22
Total Learning Hours: 100
Private Study: 78

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Practice	Scenario	A crisis comms scenario - a press conference to respond to an organisational crisis situtaion.	100	

Aims

To illustrate how a crisis can help comprehend corporate culture

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate effective organisational responses to varying crisis scenarios

- 2 Investigate effective crisis management and its relationship to organisational reputation.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Crisis senario 1 2

Outline Syllabus

Defining a crisis
Disaster management
Issues management
Rumours and slow drip issues
The anatomy of a crisis
Case studies

Learning Activities

Workshops, discussions, filmed crisis scenarios and simulations

Notes

The module will show what it is like to be in a crisis situation, the transferrable skills being to use initiative (think on feet).