

11-Core

RECEIVED JAN 25

Format 6

REQUEST FOR CORE ORAL INTENSIVE DESIGNATOR

SUBMITTED BY:

Department

Homeland Security &

College/School

School of Management

of the total value must clearly reflect the following basic elements for the

0/2

**HSEM F445: Business Continuity and Crisis Management (3 credits)**

**Prerequisites: HSEM 301 or permission of instructor**

**Instructor Information**

Instructor: Cameron Carlson  
Office hours: Tue - Thur 1000-1200 (or by appointment)  
Office Location: Bunnell 209

Telephone: (907) 474-6537  
E-mail: [c Carlson@alaska.edu](mailto:c Carlson@alaska.edu)

**Course Description**

The course serves as an overview to crisis management, business continuity and continuity of

operations planning from a private and public sector partnership perspective. The topics include comprehensive emergency management, public and private roles and partnerships for emergency and crisis management, the risk management process, strategic risk

## Course Materials

Hiles, Andrew. (2011). *The Definitive Handbook of Business Continuity Management*, Third Edition. John Wiley and Sons, Ltd. (Required)

*Harvard Business Essentials on Crisis Management*. (2004). Boston, MA. Harvard Business School Press. (Required)

\* Additional reading assignments will be provided throughout the course.

A, B

*10% Crisis Management Analysis Presentation (100 points):* Each student will be required to prepare a presentation of approximately 10 min on a successful example of an organization which handled a crisis (publicly) in positive manner. This presentation, using either Power Point or Keynote Slides, should be a minimum of 10 min (80% grade derived from writing requirement, 20% oral).

C, D

5. All presentations should receive evaluation by the instructor on oral communication competency (including responsiveness to audience questions), as well as on subject

6. Students must receive, as part of the course structure, information/instruction on effective

use of media and visual aids.

### **Grading**

- (2) Case Study Papers and (2) Presentations: 30% (80% written, 20% oral)--300 points total
- Quizzes, Discussions, and Participation: 25% (10% quizzes, 10% discussion, 5% participation)

350 points total

- FEMA IS Classes: 5%--50 points total

- Crisis Management Analysis Presentation: 10% (80% written, 20% oral) 100 points total

**Students with Disabilities**

Students with learning or other disabilities who may need classroom accommodations are

Please inform me of your needs and if I need to meet with the Office of Disability Services to provide the appropriate accommodations and supports to assist you in meeting the goals of the

**Week 6: 25 Feb. – 4 Mar.**

- Hiles Chap 10 Project Initiation and Control

- Hiles Chap 11 Risk Evaluation and Control: Practical Guidelines for Risk Assessment

- Risk Analysis Exercise

- FEMA IS-546 Certificate due

**Week 7: 4 – 11 Mar.**

\*Case Study Presentation #1 due

Hiles Chap 12.1 and 12.2 Business Impact Analysis: Business Impact Analysis: Building