

RECEIVED JAN 25

12-Core

REQUEST FOR CORE WRITING INTENSIVE DESIGNATOR

SUBMITTED BY:

Department: [ ] College/School: [ ] School of Management: [ ]

The attached syllabus must clearly reflect the following basic elements for a class to be **WRITING INTENSIVE**. Please note them directly on the syllabus, using the corresponding letter. (See Guidelines in this manual.)

A A majority of the final grade is derived from writing activities

B A research paper/project

C Personal conference with the student

D Drafts/revisions/Feedback

**APPROVALS:**

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## **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: [cdcarlson@alaska.edu](mailto:cdcarlson@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 crisis management, contingency planning, training and exercises, emergency response, business continuity and recovery, the role of the crisis management team, and crisis communication.

### **Course Objectives**

Understand the concepts of crisis management, business continuity and continuity of operations planning and apply them to the examination of organizations through class discussions, case studies, and independent student work.

- Understand hazards and disasters and their implications for Business Crisis and Continuity Managers.
- Understand the similarities and differences between public sector continuity of operations planning and private sector crisis and business continuity management.

## **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 have been selected from selected articles and Web Sites.

## **Description of Instructional Methods**

Instructional methodologies, including lecture, facilitated discussion, case studies, small group activities and student presentations. will be used to actively involve each student in the learning

10% Crisis Management Analysis Presentation (100 points): Each student will be required to

prepare a presentation of approximately 10 min as 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 (90% grade derived from writing)

5. All presentations should receive evaluation by the instructor on oral communication competency (including responsiveness to audience questions), as well as on subject mastery.
6. Students must receive, as part of the course structure, information/instruction on effective speaking, on organization of material for effective presentation, and on development and use of media and visual aids.

## **Grading**

- (2) Case Study Papers and (2) Presentations: 30% (80% written, 20% oral)--300 points total

350 points total

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

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

- Business Continuity /COOP Plan Portfolio: 30% (80% written, 20% oral)--200 points total

A= 90-100% (900-1000 points)

B= 80-89% (800-899 points)

C= 70-79% (700-799 points)

## **Students with Disabilities**

Students with learning or other disabilities who may need classroom accommodations are encouraged to make an appointment with the Office of Disability Services (Phone # 474-7043). 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 course.

## **Class Schedule**

### **Week 1: 21 - 28 Jan.**

-Writing assessment assigned—two page synopsis of: Hiles Chap 7 Crisis Management.

**Week 6: 25 Feb. – 4 Mar.**

- Hiles Chap 10 Project Initiation and Control

- 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 a Better Mousetrap
- Quiz 3

**Week 8: Spring break (No Assignments) 11-18 March**

**Week 9: 18 – 25 Mar.**