

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

BUSN340

Course Summary

Course: BUSN340 **Title:** Operational Crisis Management

Length of Course: 8 weeks

Prerequisites : N/A **Credit Hours :** 3

Description

Course Description:

BUSN340 students focus on the fundamental practices related to identifying, preventing, and controlling crisis situations. Students are exposed to the various stages of a crisis and the need to develop a crisis management contingency plan. The students analyze the strategies, resources needed, and the roles and responsibilities of the crisis management team.

Course Scope:

BUSN340 students focus on situations that may precipitate a crisis or emergency, as well as, the strategies to respond to such incidents. The course addresses crises and emergencies that threaten security, assets, and image. In addition, a variety of emergency response scenarios are assessed. Students gain an insight into damage control and the steps to restore confidence.

This **Business Administration** course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Resources and access to an online learning management system will be made available to each student.

Objectives

- CO1. Analyze potential crisis situations
 - CO2. Establish a crisis management team
 - CO3. Identify potential damage control methods
 - CO4. Prepare contingency plans
 - CO5. Evaluate the threat to human security, business assets, and image
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Outline

Week 1:

Topic(s)

Introduction

Objective(s)

- CO1. Analyze potential crisis situations

Readings:

- [Crisis management](#), Gottschalk, Jack, author. 2002

Introduction,

What is Crisis Management

Evolution of Crisis Management

[Crisis management](#), Gottschalk, Jack, author. 2002

Firestone and Ford

[The Disaster Recovery Handbook: A Step-By-Step Plan to Ensure Business Continuity and Protect Vital Operations,](#)

[Facilities, and Assets](#)

Wallace, Michael ; Webber, Lawrence

Chapter 1

Deliverables:

- Week 1 Introduction
- Week 1 Discussion

Week 2:

Topic(s)

- Identifying a Crisis

Learning Objective(s)

Text Readings:

Part 1 CRISIS MANAGEMENT: THE ART OF SUCCESS & FAILURE Yunus D. Saleh

Faster Disaster Recovery : The Business Owner's Guide to Developing a Business Continuity Plan
Jennifer H. Elder and Samuel F. Elder

Chapter 1
Chapter 13

The Disaster Recovery Handbook: A Step-By-Step Plan to Ensure Business Continuity and Protect Vital Operations, Facilities, and Assets

Wallace, Michael ; Webber, Lawrence
Chapter 2 and 3

Deliverables:

Discussion Week2

Assignment Week 2

Week 3:

Topic(s)

- Stages of a Crisis

Learning Objective(s)

CO 3- Understand specific search engines that guide the collection of links on statistical material of high quality on the web; distinguish between accuracy and meaningfulness in numerical statistics

Text Readings:

Faster Disaster Recovery : The Business Owner's Guide to Developing a Business Continuity Plan
Jennifer H. Elder and Samuel F. Elder

Chapter 2

The Disaster Recovery Handbook: A Step-By-Step Plan to Ensure Business Continuity and Protect Vital Operations, Facilities, and Assets

Wallace, Michael ; Webber, Lawrence
Chapter 3

Deliverables:

Discussion week 3

Week 4:

Topic(s)

Crisis Team

Learning Objective(s)

CO2. Establish a crisis management team

Text Readings:

<https://youtu.be/oQ2pfB7SVWU>

Crisis management, Gottschalk, Jack, author. 2002

The e-dimension

Faster Disaster Recovery : The Business Owner's Guide to Developing a Business Continuity Plan

Jennifer H. Elder and Samuel F. Elder

Chapter 4 and 5

Deliverables:

- Week 4 Discussion
- Week 4 Assignment

Week 5:

Topic(s)

- Emergency Response Scenarios

Learning Objective(s)

CO1. Analyze potential crisis situations

Text Readings:

https://youtu.be/D5A4Zpu_FEA

The Disaster Recovery Handbook: A Step-By-Step Plan to Ensure Business Continuity and Protect Vital Operations, Facilities, and Assets

Wallace, Michael ; Webber, Lawrence

Chapter 4

Deliverables:

Discussion Week 5

Week 6:

Topic(s)

- Contingency Plan

Learning Objective(s)

CO4. Prepare contingency plans

Text Readings:

<https://youtu.be/i2GxNrfCZhq>

Faster Disaster Recovery : The Business Owner's Guide to Developing a Business Continuity Plan

Jennifer H. Elder and Samuel F. Elder

Chapter 6 through 8

BUSINESS CONTINUITY PLANNING, BUSINESS RESILIENCY, AND DISASTER RECOVERY

Czajkowska, Sylwia

The Disaster Recovery Handbook: A Step-By-Step Plan to Ensure Business Continuity and Protect Vital Operations, Facilities, and Assets

Wallace, Michael ; Webber, Lawrence

Chapter 5

Deliverables:

Week 7:

Topic(s)

- Damage Control

Learning Objective(s)

CO3. Identify potential damage control methods

Text Readings:

https://youtu.be/_zwhv9XFips
<https://youtu.be/koC7nCMqPhg>

Faster Disaster Recovery : The Business Owner's Guide to Developing a Business Continuity Plan
Jennifer H. Elder and Samuel F. Elder

Chapter 9 and 11

Deliverables:

Discussion Week 7

Week 8:

Topic(s)

- Review and Reflection

Learning Objective(s)

CO1. Analyze potential crisis situations
CO2. Establish a crisis management team
CO3. Identify potential damage control methods
CO4. Prepare contingency plans
CO5. Evaluate the threat to human security, business assets, and image

Text Readings:

[Crisis management](#), Gottschalk, Jack, author. 2002
In Practice
Key Concepts and Thinkers

Deliverables:

- Week 8 Discussion
- Week 8 Assignment

Evaluation

Grading:

Name	Grade %
Discussions	20%

Introduction	2.2
Week 1	2.2
Week 2	2.2
Week 3	2.2
Week 4	2.2
Week 5	2.2
Week 6	2.2
Week 7	2.2
Week 8	2.2
Assignments	80%
Crisis Identification	15
Stakeholder Groups	15
Contingency Plan	20
Final Project	30

Materials

Various resources from the APUS Library & the Open Web are used. Please visit <http://apus.libguides.com/er.php> to locate the course eReserve.*

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 forum assignments in the School of Business—only attribution of sources (please see details regarding forum 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 SkillCenter 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

Please access the hyperlink below for the APUS Late Assignment Policy
<https://www.apus.edu/student-handbook/your-academic-success/beforeyour-course-begins/general-course-requirements>.

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 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. 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.

Communicating on the Forum

- Forums 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 forum. The purpose of the forums is to actively participate in an on-going 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 view points, 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 forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum 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.

Communications

Student Communication

To reach the instructor, please communicate through the MyClassroom email function accessible from the Classlist of the Course Tools menu, where the instructor and students email addresses are listed, or via the Office 365 tool on the Course homepage.

- In emails to instructors, it's important to note the specific course in which you are enrolled. The name of the course is at the top center of all pages.
- Students and instructors communicate in Discussion posts and other learning activities.
- All interactions should follow APUS guidelines, as noted in the [Student Handbook](#), and maintain a professional, courteous tone.
- Students should review writing for spelling and grammar.
- [Tips on Using the Office 365 Email Tool](#)

Instructor Communication

The instructor will post announcements on communications preferences involving email and Instant Messaging and any changes in the class schedule or activities.

- Instructors will periodically post information on the expectations of students and will provide feedback on assignments, Discussion posts, quizzes, and exams.
- Instructors will generally acknowledge student communications within 24 hours and respond within 48 hours, except in unusual circumstances (e.g., illness).

- The APUS standard for grading of all assessments (assignments, Discussions, quizzes, exams) is five days or fewer from the due date.
- Final course grades are submitted by faculty no later than seven days after the end date of the course or the end of the extension period.

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

Consult the [Student Handbook](#) for processes and policies at APUS. Notable policies:

- [Drop/Withdrawal Policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Academic Dishonesty / Plagiarism](#)
- [Disability Accommodations](#)
- [Student Deadlines](#)
- [Video Conference Policy](#)

Mission

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

Minimum Technology Requirements

- Please consult the catalog for the minimum hardware and software required for [undergraduate](#) and [graduate](#) courses.
- Although students are encouraged to use the [Pulse mobile app](#) with any course, please note that not all course work can be completed via a mobile device.

Disclaimers

- Please note that course content – and, thus, the syllabus – may change between when a student registers for a course and when the course starts.
- Course content may vary from the syllabus' schedule to meet the needs of a particular group.