

Format 7

RECEIVED JAN 25

12-core

REQUEST FOR CORE WRITING INTENSIVE DESIGNATOR

Prerequisites: HSEM 301 or permission of instructor

ENGL F111X; ENGL F211X or ENGL F213X; COMM F131X or COMM F141X;

Instructor Information

~~Instructor: Cameron Carlson~~

Office hours: Tue - Thur 1000-1200 (or by appointment)

Office Location: Bunnell 209

Telephone: (907) 474-6537

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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

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 process. When possible and practical, learning activities will be processed to include not only "what" was learned, but the "so what" and "now what" in order to complete the learning cycle.

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, should be a minimum of 10 min (80%) and a 2-min oral presentation.

requirement, 20% oral).

20% Business Continuity/Continuity of Operations Plan (200 points): Two person groups

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

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 Chan 7 Crisis Management.~~

Week 6: 25 Feb. – 4 Mar.

- 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