

11- Case Revised 2/5/12

(sig)

(email electronic copy to fysenat@uaf.edu)

REQUEST FOR CORE ORAL INTENSIVE DESIGNATOR

SUBMITTED BY:

Department

**Homeland Security &
Emergency Management**

College/School

School of Management

Prepared
by

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See <http://www.uaf.edu/management/faculty/> for a complete description of the rules.

The attached syllabus must clearly reflect the following basic elements for the

GROUP (medium or large class) (Regularly enrolling at least 12 students)

A 15% of the final grade based on oral communication

B 1 ongoing, integrated group project with 5-8 students

C 2 presentations (minimum of 5 minutes per member)

D Question & Answer period for both presentations

E Group and Individual grades

Revised 3/5/13

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

Prerequisites: ENGL F111X, ENGL F211X, HSEM F301 and COMM F131X or F141X

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

Course Description

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

comprehensive emergency management, public and private roles and partnerships for emergency and crisis management, the risk management process, strategic crisis management, contingency

Course Materials

Hjiles 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" but also the "how" and "why" in order to complete the learning cycle.

5% Complete FEMA Independent Study Courses (50 points): IS- 546, Continuity of Operations Awareness Course and IS 547, Introduction to Continuity of Operations. These courses need to be completed with a minimum score of 70% in order to pass. The certificates earned from the courses will need to be sent to the instructor on the specified due dates.

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).

30% Business Continuity/Continuity of Operations Plan (300 points): Two person groups

2. Each student must be involved in the individual preparation and delivery of at least 2 course related presentations one of at least 5 minutes duration and one of at least 8-10 minutes duration, to an audience of about 20 persons.
3. The 8-10 minute presentation, must be a formal individual presentation, and must involve questions from the audience and responses by the presenter.
4. All presentations must have a clear introduction-body- conclusion organization, appropriate to the discipline.
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
- Quizzes, Discussions, and Participation: 25% (10% quizzes, 10% discussion, 5% participation) 250 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)--300 points total
- 56% or 560 points of your final grade come from the writing component of this class
- 14% or 140 points of your final grade will be based on your oral communication skills

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

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

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

D= 60-69% (600-699 points)

F= 59% or less (599 points or less)

Course Policies

Students are expected to remain up to date with the scheduled lesson plans on a weekly

basis. Students are expected to submit assignments on time and should they fall

Support Services

Students are encouraged to utilize the UAF Writing Center in 801 Gruening (Phone # 474-5314) as needed to assist in the development and refinement of their written products. Please contact

me as required should you need to contact other subject matter support services relevant to the development of your leadership or class projects/topics.

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)

Week 4: 11 - 18 Feb.

- Hiles Chap 3 The Importance of Business Strategy in Business Continuity Planning
- Hiles Chap 4 Multilateral Continuity Planning
- Introduction to Business Continuity Standards (on Blackboard)
- Introduction to Continuity of Operations Planning (FEMA)

Week 5: 18 - 25 Feb.

*Crisis Management Analysis Presentation due

~~Continuity of Operations Planning (cont)~~

- Hiles Chap 9 Business Continuity Management Methodology
- Quiz 2

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 and 13 ? Business Impact Analysis Business Impact Analysis: Building a~~

- Hiles Chap 17-1 and 17-2 BC Plan Testing

Week 14: 22 – 29 Apr.

***Business Continuity/Continuity of Operations Plan due (Written Conv)**

Business Continuity Presentations Start

Week 14: 22 – 29 Apr.