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SUBMITTED BY:

REQUEST FOR CORE WRITING INTENSIVE DESIGNATOR

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_	tached syllabus must clearly reflect the following basic elements for a to be WRITING INTENSIVE. Please note them directly on the syllabus, using
~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~	to be WRITING INTENSIVE. Please note them directly on the syllabus, using
A	A majority of the final grade is derived from writing activities
В	A research paper/project
D	Drafts/revisions/Feedback
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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

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.
- o Understand the similarities and differences between public sector continuity of operations planning and private sector crisis and business continuity management.

<u>C</u>	Course Materials
Ц	Tiles Androw (2011) The Definitive Unadhack of Desires Continuity Manager Think
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H	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

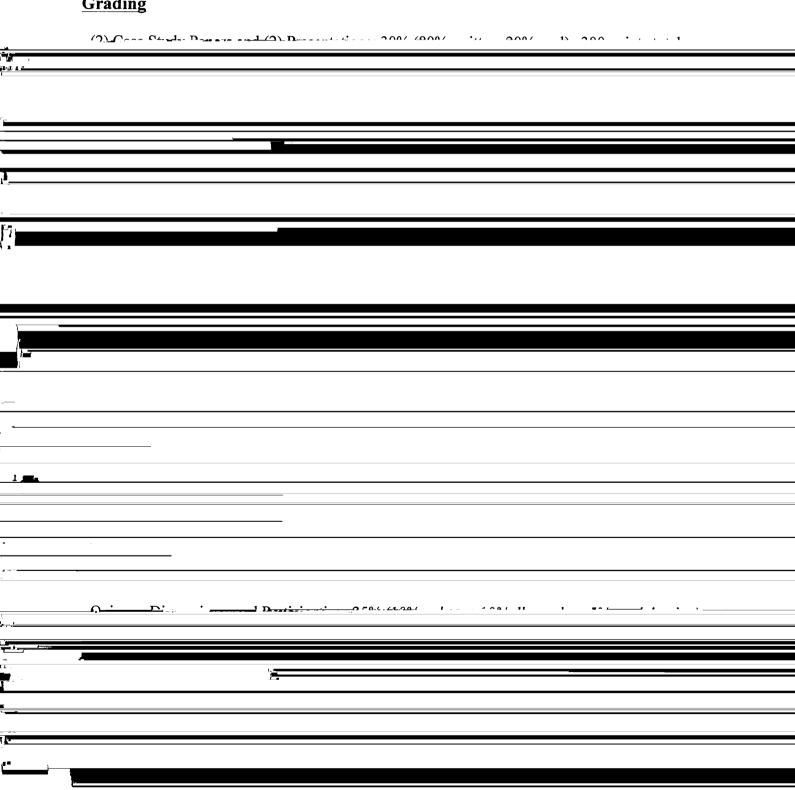
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7 - · · · · · · · · · · · · · · · · · ·	which handled a crisis (publicly) in positive manner. This presentation using either Power Point

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- 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



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.
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	- Hiles Chap 10 Project Initiation and Control
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- FEMA IS-546 Certificate due

Week 6: 25 Feb. - 4 Mar.

Week 7: 4 - 11 Mar.

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- *Case Study Presentation #1 due
- Hiles Chap 12-1 and 12-2 Business Impact Analysis, Business Impact Analysis: Building a Better Mousetrap
- Quiz 3

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