

COURSE OUTLINE

Course Code / Title : HA3026 Crisis Leadership and Management

Pre-requisites : HA1003

No. of AUs. : 3

Contact Hours : 39

Course Aims

This course aims to develop your understanding of key concepts, principles and theories of crisis leadership and management that are essential for facilitating crisis resolution. Crises can take many forms without warning. Being able to recognize and manage crises effectively can greatly reduce the amount of damage an individual or an organization receives, avoid recovery delays, build resilience and promote sustainability. This course is for students who want to develop and strengthen their crisis leadership and management capabilities.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Identify and explain crisis management landscape by taking into account the historical, political, economic, social and technological situation of a country or a city.
2. Identify how and why some leaders can successfully and skilfully handle crisis situations while others fail disastrously.
3. Assess crisis management performance of governments across different countries and cities.
4. Apply theories of crisis leadership, crisis communication and crisis management to real world situations.

Course Content

List of key topics taught:

- Crisis management landscape and the politics of crisis management
- Crisis leadership
- Crisis communication
- Outbreak communication
- Social media in crisis management
- Collective intelligence in crisis and the problem of digilantism
- The Integrated Crisis Mapping (ICM) Model and public emotion in crisis
- Implementing digital technologies in crisis management

- Digital hostage and ransomware crisis
- Image restoration strategies
- Crisis-induced learning in organizations
- Post-crisis resilience

Course Assessment

In-class discussion	: 15%
Presentation	: 20%
Essay proposal	: 20%
Long essay	: 45%
Total	-----
	100%