Crisis Management Syllabus
196-188

Spring 2013: April 22nd to May 13th
4 week Accelerated Class + a Pre-virtual class
(subject to change)

Standard Accel class pre-assignments:
“YouTube” viewing assignments:
Search for “Crisis Management and Leadership Training” by Tony Ridley.
Ridley has filmed over 20 YouTube videos. Look for and view the following:
2. Basics-Types (6:54 minutes)
3. The Main point (5:04 minutes)
   Basics-Management verses Leadership (6:29 minutes)

Written Assignment
Take extensive notes. Write a two page summary of the highlights of the (4) videos.
Read two textbook chapters: (1 pg. summary reports each)
1: Why crisis are inevitable
2: Tylenol
Read in the AWB “Odwalla”: article 10
(1 pg. summary)
Read in the AWB “1st steps”: article 11
(1 pg. summary)

ASSIGNMENTS:

Week 1: (assignment starts 4 weeks before first classroom meeting)
Virtual Class assignment: interview a “crisis, safety, first responder” professional. Details in a separate document.

Week 2: (1st class meeting) Emergency Plans
Challenger Shuttle YouTube Evaluate key points of MC chapters.
1: Why Crisis are inevitable  2: Tylenol
Preview Virtual class reports
Evaluate AWB articles 10 and 11
Emergency Planning overview (EPO)
Read from the AWB for week (3)
FEMA Emergency Response Action Steps: article 17
Is Your Business Prepared for the Worst: article 19
Week 3: (2nd class meeting) Crisis Management Disaster Recovery: business continuity
“You Tube” preview: we’ll be watching the following videos in class:
5) Crisis Management and Leadership Training Basics: Teams and Management by Tony Ridley
6) Crisis Management teams: CEO by Tony Ridley

Emergency Planning overview: Red team presents
Evaluate key points of MC 3: Best Practices Model and 4: Tell the Truth
Evaluate AWB articles 17, 19, 20
Crisis Management Overview (CMO): PP
Green team CMO next week
Magazine article review

Reading from AWB for next week (4)
FEMA Emergency Planning: Article 3
Check list for Crisis Mgt: Article 14
Corporate Crisis Mgt: Article 15

Week 4: (3rd class meeting) Crisis Prevention Planning
Evaluate key points of MC 5: Assuming Responsibility
6: Signals
Group Think (Challenger Shuttle YouTube)

Crisis Management Planning Elements:
Green team presents
Evaluate AWB articles: 3, 14, & 15
Reading assignments from AWB for next week. (5)
Articles: 5, 6, & 8
Assigned: UWM, Bruno, Rockwell or WCTC plans
AWB articles: 21, 22, 23, 24
(2 page summary next week)
MC chapters 7, 8, & 9
Crisis Prevention overview (CPO) PP
Magazine article review

Week 5: (4 class meeting)
Evaluate key points of MC
7: Think outside the box
8: Big picture
9: Challenges ahead
Crisis Prevention overview: Blue team presents
Evaluate AWB articles: 5, 6, 8
Presentation and report (2pages) on assigned plan
Quest speaker: if an applicable one can be found
Magazine articles

Grading and Details of Weekly Assignments:

<table>
<thead>
<tr>
<th>Week</th>
<th>Assignments</th>
<th>Max Points</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Virtual class (week 2 is the first in classroom meeting)</td>
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<tr>
<td>2</td>
<td>Virtual class interview and a 3 page report, class discussions</td>
<td>90</td>
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<td></td>
<td>Standard pre class assignments</td>
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<tr>
<td></td>
<td>YouTube summary report 2 pages summary report</td>
<td>60</td>
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<tr>
<td></td>
<td>MC textbook chapters: 1, 2: summary report, one page each</td>
<td>10 each</td>
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<tr>
<td></td>
<td>AWB articles 10 and 11, 1 page summary each</td>
<td>10 each</td>
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<td>3</td>
<td>RED team presentation: Emergency Planning</td>
<td>90</td>
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<td>summary 2 page report and presentation</td>
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<td></td>
<td>Magazine articles</td>
<td>20</td>
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<tr>
<td></td>
<td>MC textbook chapters: 3,4 summary report one page</td>
<td>10 each</td>
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<td></td>
<td>AWB articles 17, 19, 20</td>
<td>10 each</td>
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<tr>
<td>4</td>
<td>Summary report 2 page and presentation</td>
<td>90</td>
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<td>Magazine articles</td>
<td>20</td>
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<td>MC textbook chapters: 5,6 summary report one page</td>
<td>10 each</td>
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<tr>
<td>5</td>
<td>Blue team presentation: Crisis Prevention</td>
<td>90</td>
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<td>summary 2 page report and presentation</td>
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<td>Magazine articles</td>
<td>20</td>
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<td>Report on assigned existing Crisis Plan: report and discussion</td>
<td>40</td>
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<tr>
<td></td>
<td>MC textbook chapters: 7, 8, 9 summary report one page</td>
<td>10 each</td>
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</tbody>
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Index

Article number: cross reference between syllabus reading assignments and the Accel Work Book (AWB).

1: Overview Power Point Presentation
2: Syllabus
4: How to Manage Corporate Crises
5: Business Continuity Plan Template
6: FEMA: Standard Checklist Criteria for Business Recovery
7: About.com: Disaster Recovery Decision Making for Small Business
8: About.com: Business Continuity in a Nutshell
9: Crisis Communication Plan
10: Company’s in Crisis: Odwalla
11: Effective First Steps to Counter a Crisis
12: Crisis Communications for Small Business
13: Crisis Management Moments
14: Check List for Crisis Management Planning
15: Corporate Crisis Management
16: How Prepared are American’s Colleges?
17: FEMA: Emergency Response Action Steps
18: Ready Business: Sample Emergency Plan
19: Journal of Accountancy: Is Your Business Prepared for the Worst?
20: Appendix: Example area
21: WCTC Crisis Policies
22: Bruno: Emergency Action Plan

23: UW Milwaukee: Emergency Action Plans

24: Rockwell Automation
   Crisis Management Team
   Emergency Response Planning Assessment
   Significant Incident Notification
   Emergency Situation Response
   Physical Security