



Crisis Management Undergraduate Course Information Guide

Course Number: BADM 320, 4 credits, 10 Weeks

Delivery Formats: Online Async, On Campus, Online: Sync, Hybrid

<u>Learning Outcomes</u>	<u>Learning Strategies and Resources</u>	<u>Learning Deliverables</u>
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Course Description

Students will study different types of business crises including self-imposed events, natural occurrences, technology related events, financial shocks and social conflicts. Tools for anticipating and mitigating crises will be explored, including continuity of business plans, employee assistance plans, and communication plans targeted for all stakeholders. Case studies of management in a crisis environment across multiple industries and non-profit organizations will be a central theme in the course. Crisis management techniques used with different levels of success will include crisis leadership, crisis management teams, communication strategies and disciplined pursuit of objectives. Upon completion of the course students will have an understanding of how business crises can be anticipated, mitigated, navigated and successfully overcome.

Learning Outcomes

After completing this course, you will be able to:

- Analyze and apply knowledge and theories of management.
- Apply various methods of communication in multiple settings.
- Develop strategies for communication with all stakeholders during a crisis.
- Understand the importance of business continuity plans and employee assistance plans during and after a crisis.
- Assess the performance of numerous organizations before, during and after a crisis.
- Apply your crisis management skills to an assessment of how selected organizations performed during the Coronavirus outbreak.

Learning Strategies and Resources

Learning resources will consist of news articles on crisis and risk management, videos, critical assessments, and instructor lectures. There will not be a designated textbook for the course.

Required Readings

No textbook is required for purchase.

Readings will be available on Electronic Reserve, at the [DePaul Library](#). Login to Ares Course Reserves and select the course. Log in using your Campus Connect User ID and password. You will then get a page listing the courses in which you're enrolled that have readings posted in Ares. Click on the title of this course and the list of our electronic reserve readings will be displayed.

Learning Deliverables

Learning will be evidenced by successful completion of quizzes, discussion questions, active participation in discussion forums and case study analyses.

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Assessment of Student Learning

Distribution of Grade Points

Graded Assignments	Percentage of Final Grade
Online Discussions	90%
Quizzes in first four weeks	10%

Grading Scale

A = 95 to 100	A- = 91 to 94	B+ = 88 to 90
B = 85 to 87	B- = 81 to 84	C+ = 77 to 80
C = 73 to 76	C- = 69 to 72	D+ = 65 to 68
D = 61 to 64	F = 60 or below	INC

Course Schedule

Week and Module Title or Theme	Readings / Activities	Graded Assignments
Week 1, Module 1: Introduction to Crisis Management	TBA	Module One Discussion Module One Quiz
Week 2, Module 2: Managing In A Crisis	TBA	Module Two Discussion Module Two Quiz
Week 3, Module 3: Communicating In A Crisis	TBA	Module Three Discussion Module Three Quiz
Week 4, Module 4: Case Studies In Crisis Management	TBA	Module Four Discussion Module Four Quiz
Week 5, Module 5: Crisis Management At DePaul University	TBA	Module Five Discussion
Week 6, Module 6: Case Study: Bausch & Lomb	TBA	Module Six Discussion
Week 7, Module 7: Case Study Choice	TBA	Module Seven Discussion

Week 8, Module 8: Case Study: United Airlines	TBA	Module Eight Discussion
Week 9, Module 9: Case Study: Wells Fargo	TBA	Module Nine Discussion
Week 10, Module 10: Managing During the Corona Virus	TBA	Module Ten Discussion

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Course Policies

For access to all SCPS and DePaul University academic policies, refer to the following links:

[SCPS Student Resources Website](#)

[DePaul Student Handbook](#)

Course Syllabus

The official syllabus for this course that includes course dates, instructor information and quarter specific details will be provided by the course instructor by the start of the course and available on the course D2L website.

Course Registration

To find out when this course will be offered next, you can go to the [SCPS Registration website](#) for details on how to register for the course.

For information on how this course can apply to your program, contact your academic advisor.

School of Continuing and Professional Studies

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