



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at
<<http://www.usq.edu.au/coursespecification/current>>.
Please consult the web for updates that may occur during the year.

Description: Crisis Management

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
PRL	5002	90526	2, 2009	EXT	1.00	Toowoomba

Academic group:	FOART
Academic org:	FOA003
Student contribution band:	1
ASCED code:	100700

STAFFING

Examiner: Barbara Ryan

Moderator: Chris Kossen

SYNOPSIS

This course assumes the management perspective that when organizations are faced with an issue either accidental or intentional that significantly disrupts normal operations, effective communication is essential. Students will be made aware of potential issues affecting the public and private sectors and required to develop their individual skills in planning and implementing communication management strategies which reflect their ability to adapt to specific workplace needs. In their efforts to minimise risks and to deal with them students will examine risk identification, advance preparation, environmental surveillance, crisis management planning, and evaluation. At all times students will be encouraged to develop a commitment to ethical and responsible practices as part of the on-going development of effective issues management strategies and to develop appropriate communication policies used to facilitate issues management plans.

OBJECTIVES

On completion of this course students will be able to:

1. implement an ongoing approach to crisis management
2. understand and apply the core elements of crisis sensing
3. demonstrate problem-solving skills by diagnosing a crisis and suggesting ways to prevent or deal with a crisis
4. demonstrate an ability to differentiate between different crisis types
5. construct and implement issues management and crisis management plans
6. demonstrate academic and professional literacy skills by critically analysing and evaluating existing crisis management approaches
7. understand the importance of be able to develop stakeholder relationships as a foundation to effective crisis and issues management
8. demonstrate written communication skills appropriate to the discipline by preparing and submitting a crisis management plan and scenario.

TOPICS

Description	Weighting (%)
1. Crises and Issues: what are they and how do they work?	15.00
2. Crisis management theory	10.00
3. Effective and ethical crisis communication	20.00
4. Issues analysis and planning	20.00
5. Crisis analysis and planning	30.00
6. Crisis recovery	5.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Regester, M & Larkin, J 2008, *Risk issues and crisis management in public relations: a casebook of best practice*, 4th edn, Kogan Page, Philadelphia.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Assessments	30.00
Directed Study	80.00
Private Study	55.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
CASE STUDY CRITIQUE	30.00	30.00	14 Aug 2009
CRISIS MTG PLAN & SCENARIO	60.00	60.00	12 Oct 2009
CRISIS MANAGEMENT ACTIVITIES	10.00	10.00	28 Oct 2009

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
There are no attendance requirements for this external course. However, it is the student's responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:
To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
- 3 Penalties for late submission of required work:
If students submit assignments after the due date without extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.
- 4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.
- 6 Examination information:
The exam for this course is a RESTRICTED examination, and the only materials that candidates may use are writing materials (non-electronic and free from material which could give the student an unfair advantage in the examination.) Students whose first language is not English may take an appropriate unmarked non-electronic translation dictionary (but not technical dictionary) into the examination. Dictionaries with any handwritten notes will not be permitted. Translation dictionaries will be subject to perusal and may be removed from the candidate's possession until appropriate disciplinary action is completed if found to contain material that could give the candidate an unfair advantage.
- 7 Examination period when Deferred/Supplementary examinations will be held:
Any deferred or supplementary examinations for this course will be held during the next examination period.
- 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL <http://www.usq.edu.au/corporateservices/calendar/part5.htm> or in the current USQ Handbook.

ASSESSMENT NOTES

- 9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) Students must retain a copy of each item submitted for assessment. This must be produced within five days if required by the Examiner. (c) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (d) Students who have undertaken all of the

required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (e) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

OTHER REQUIREMENTS

- 1 If assignments in the course require the use of surveys, interviews, etc., students should be aware of the University and Faculty of Arts ethical requirements/guidelines. (The course syllabus distributed to students in the first week of teaching provides this information.)
 - 2 Students can expect that questions in assessment items in this course may draw upon knowledge and skills that they can reasonably be expected to have acquired before enrolling in the course. This includes knowledge contained in pre-requisite courses and appropriate communication, information literacy, analytical, critical thinking, problem solving or numeracy skills. Students who do not possess such knowledge and skills should not expect to achieve the same grades as those students who do possess them.
 - 3 Students will require access to email and have internet access to UConnect for this course.
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