

Valid for 2022.FS

<b>Module Name: Crisis Leadership: Action Planning and Directing</b>			
Module Code	w.BA.XX.2CLAPD.XX		
Module Description	The elective "Crisis Leadership: Action Planning and Directing" is designed for students who are interested, or may find themselves, in a crisis management situation. An established organizational leadership methodology (OLM) for crisis management will be taught and applied through case-based scenarios. Theories and applications of strategic and operational planning for crisis management, leadership, and communication will be explored. Working in study teams, students will be able to understand the key elements of crisis leadership and the OLM. They will learn the importance of scanning, analyzing, and assessing a situation in times of crisis in order to make well-founded decisions. Crisis communication during a crisis will also be covered. Exercises will allow students to assess their own capabilities as well as their team's performance from a leadership perspective. Attention: This elective consists of theoretical and practical lectures (4 weeks x 2 lectures) with input on organizational crisis theory, crisis leadership, and crisis communication. The case-based exercises will be structured over three full-day workshops on Saturday, 26 March, Friday, 8 April, and Saturday, 9 April 2022. A self-reflection activity (1 week x 2 lectures) will conclude the elective. A case-based exercise on Saturday, 9 April, forms part of the performance assessment for this elective.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Accounting, Controlling, Auditing</li> <li>§ Business Administration - Banking and Finance</li> <li>§ Business Administration - Banking and Finance (FLEX)</li> <li>§ Business Administration - Banking and Finance (PIE)</li> <li>§ Business Administration - Economics and Politics</li> <li>§ Business Administration - General Management</li> <li>§ Business Administration - General Management (Flex)</li> <li>§ Business Administration - Risk and Insurance</li> <li>§ Business Information Technology</li> <li>§ Business Law</li> <li>§ International Management</li> </ul>		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 40%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period		
ECTS	3		
Organizational Unit	W Abteilung International Business		
Module Coordinator	Michael Farley (farl)		
Deputy Module Coordinator	Pascal Frei (frpa)		
Prerequisite Knowledge	The elective is open to Bachelor's students in the main study period. Students should have a general knowledge and understanding of business and organizations, strategy, people management, and marketing communications.		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence</li> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> <li>Methodological Competence</li> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> <li>Social Competence</li> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul>		

	Self-Competence		
	§ Self-Management & Self-Reflection		
	§ Ethical & Social Responsibility		
	§ Learning & Change		
Module Learning Objectives	<p>Students...</p> <p>§ will be able to understand the key elements of crisis leadership and the decision-making challenges associated with crises.</p> <p>§ can apply the organizational leadership methodology and the mission accomplishment procedure and can use both effectively in crisis scenarios.</p> <p>§ will learn to scan, analyze, and assess the situation in times of crisis using a structured framework – the organizational leadership methodology.</p> <p>§ are able to assess various scenarios and options and operationalize potential strategies needed to manage a crisis.</p> <p>§ can identify the key stakeholders involved in a crisis and develop appropriate strategies for stakeholder engagement and management.</p> <p>§ will be able to assess their own capabilities and assess team performance from a leadership perspective.</p> <p>§ are able to make timely and well-founded decisions that are relevant to the crisis and be able to communicate these in a professional manner.</p>		
Module Content	<p>§ Crisis management, leadership, and decision-making theory and practice</p> <p>§ Organizational leadership methodology (OLM): Mission and problem assessment; formulating scenarios; developing options; action planning &amp; directing: staff and resources</p> <p>§ Crisis communication management; stakeholder engagement and involvement</p> <p>§ Case-based exercises (x3), applying the organizational leadership methodology</p> <p>§ Self-reflection and assessment of own leadership capabilities and team performance</p>		
Links to other modules	-		
Methods of Instruction	<p>§ Lecture</p> <p>§ Interactive Instruction</p> <p>§ Case Studies</p> <p>§ Exercises</p> <p>§ Problem-Oriented Teaching</p>	<p><b>Social Settings Used:</b></p> <p>§ Individual Work</p> <p>§ Group Work</p>	
Digital Resources	Teaching Materials		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	16 h	10 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	24 h	25 h	
Seminar	-	-	
<b>Total</b>	<b>40 h</b>	<b>35 h</b>	<b>15 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written Assignment	Grade	-	60,00 %
Talk/oral presentation	Grade	30	40,00 %
Classroom Attendance Requirement	Mandatory Attendance: 100%		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	-		
Comments	<p>This elective consists of theoretical and practical lectures (4 weeks x 2 lectures) with input on organizational crisis theory, crisis leadership, and crisis communication. The case-based exercises will be structured over three full-day workshops on Saturday, 26 March, Friday, 8 April, and Saturday, 9 April 2022. A self-reflection activity (1 week x 2 lectures) will conclude the elective. A case-based exercise on Saturday, 9 April, forms part of the performance assessment for this elective.</p>		