

Module description: Crisis Management: Action Planning & Directing		
Module Code	w.BA.XX.WPM-CLA.XX	
ECTS Credits	3	
Language of Instruction/Examination	English	
Module Description	<p>The "Crisis Management: Action Planning & Directing" elective is designed for students who are interested in exploring crisis management situations and scenarios. 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 acquire an understanding of the key elements of crisis management. They will learn the importance of scanning, analyzing, and assessing a situation in times of crisis to make well-founded decisions. Communication during a crisis will also be covered. Exercises will allow students to assess their own capabilities as well as their study team's performance from a management perspective. N.B.: Weeks 1 to 6 of this elective consist of theoretical and practical lectures, with input on organizational crisis theory, crisis leadership, and crisis communication. Students are expected to attend these lectures. The case-based exercises on Friday, 27 March and Saturday, 28 March 2026 will be structured over two full-days (8am - 5pm on both days). The case-based exercise on Saturday, 28 March 2026, and the final presentations on Monday, 13 April 2026 form part of the performance assessment for the elective. Attendance on these dates is mandatory. Students unable to attend in full on these dates will be given a separate case study, which must be completed individually.</p>	
Organizational Unit	Abteilung International Business	
Module Coordinator	Michael Farley	
Deputy Module Coordinator	Pascal Frei	
Program and Specialization	<ul style="list-style-type: none"> Elective module (see module table) 	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory Elective	Program Phase Main Study Period
Prerequisite Knowledge	The elective is open to Bachelor's students in the main study period (Hauptstudium). Students should have general knowledge and a basic understanding of business and organizations, strategy, people management, and marketing communications.	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> Professional Competence Methodological Competence Social Competence Self-Competence 	

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Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance <p>Methodological Competence</p> <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change 	
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> • will be able to understand the key elements of crisis leadership, management, and the decision-making challenges associated with crises. • can apply the organizational leadership methodology and the mission accomplishment procedure and employ both effectively in crisis scenarios. • will learn to scan, analyze, and assess the situation in times of crisis using a structured framework – the organizational leadership methodology. • are able to assess various scenarios and options and operationalize potential strategies needed to manage a crisis. • can identify the key stakeholders involved in a crisis and develop appropriate strategies for stakeholder engagement and management. • will be able to assess their own capabilities and assess team performance from a management perspective. • are able to make timely and well-founded decisions that are relevant to the crisis situation and be able to communicate these in a professional manner. 	
Module Content	<ul style="list-style-type: none"> • Crisis management and leadership in theory and practice. • Organizational leadership methodology (OLM): mission and problem assessment, formulating scenarios, developing options, action planning & directing staff and resources. • Crisis communication management, stakeholder engagement and involvement. • Case-based exercises (x3), mission and problem assessment and applying the organizational leadership methodology. • Self-reflection and assessment of one's own leadership capabilities and team performance. 	
Links to other modules	This module is linked to the following modules:	
Digital Learning Resources	<ul style="list-style-type: none"> • Teaching Materials • Case Studies (with Key) 	
Methods of Instruction	<ul style="list-style-type: none"> • Exercises • Interactive Instruction • Lecture • Problem-Oriented Teaching • Case Studies 	<p>Social Settings Used:</p> <ul style="list-style-type: none"> • Individual Work • Group Work

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Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
	Large Class	14 h	-		
	Small Class	8 h	-		
	Group Instruction	-	-		
	Practical Work	16 h	36 h		
	Seminar	-	-		
	Total	38 h	36 h	16 h	
Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	-				
	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Written Assignment	Grade	Gruppenarbeit	0	50.00
	Talk/oral presentation	Grade	Gruppenarbeit	30	30.00
	Engagement in and quality of work produced during the case study exercise (Saturday, 28 March 2026 only)	Grade	Gruppenarbeit	0	20.00
Classroom Attendance Requirement	Other Weeks 1 to 6 of this elective consist of theoretical and practical lectures, with input on organizational crisis theory, crisis leadership, and crisis communication. Students are expected to attend these lectures. The case-based exercises on Friday, 27 March and Saturday, 28 March 2026 will be structured over two full-days (8am - 5pm on both days). The case-based exercise on Saturday, 28 March 2026, and the final presentations on Monday, 13 April 2026 form part of the performance assessment for the elective. Attendance on these dates is mandatory.				
Compulsory Reading					
Recommended Reading					
Comments					