

Submit original with signatures + 1 copy + electronic copy to UAF Governance.

See <http://www.uaf.edu/uafgov/faculty/cd> for a complete description of the rules governing curriculum & course changes.

**TRIAL COURSE OR NEW COURSE PROPOSAL**

**SUBMITTED BY:**

Department	Emergency Management Program	College/School	School of Management
Prepared by	C. Carlson	Phone	474-6537
Email Contact	<a href="mailto:crcarlson@alaska.edu">crcarlson@alaska.edu</a>	Faculty Contact	C. Carlson

**1. ACTION DESIRED (CHECK ONE):**

Trial Course	<input type="checkbox"/>	New Course	<input checked="" type="checkbox"/>
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**2. COURSE IDENTIFICATION:**

Dept	HSEM	Course #	445	No. of Credits	3
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Justify upper/lower division status & number of credits:	The course is designed to build upon lower division courses in order to provide the operations management portion of the emergency management curriculum. Contact hours and course structure are consistent with other nationally recognized programs.
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**3. PROPOSED COURSE TITLE:** Business Continuity & Crisis Management

**4. CROSS LISTED?** YES/NO  No  If yes, Dept:  Course #   
 (Requires approval of both departments and deans involved. Add lines at end of form for such signatures.)

**5. STACKED?** YES/NO  No  If yes, Dept.  Course #

**6. FREQUENCY OF OFFERING:** Fall or Spring  
 (Every or Alternate) Fall, Spring, Summer — or As Demand Warrants

**7. SEMESTER & YEAR OF FIRST OFFERING (if approved)** Fall 2011

**8. COURSE FORMAT:**

NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school's curriculum council. Furthermore, any core course compressed to less than six weeks must be approved by the core review committee.

<b>COURSE FORMAT:</b> (check one)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input checked="" type="checkbox"/> 6 weeks to full semester
<b>OTHER FORMAT (specify)</b>	<input type="text"/>					
<b>Mode of delivery (specify lecture, field trips, labs, etc)</b>	<input type="text"/>					

**9. CONTACT HOURS PER WEEK:**

<input type="text" value="3"/>	LECTURE hours/weeks	<input type="text"/>	LAB hours /week	<input type="text"/>	PRACTICUM hours /week
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Note: # of credits are based on contact hours. 800 minutes of lecture=1 credit. 2400 minutes of lab in a science course=1 credit. 1600 minutes in non-science lab=1 credit. 2400-4800 minutes of practicum=1 credit. 2400-8000 minutes of internship=1 credit. This must match with the syllabus. See <http://www.uaf.edu/uafgov/faculty/cd/credits.html> for more information on number of credits.

**OTHER HOURS (specify type)**

**10. COMPLETE CATALOG DESCRIPTION including dept., number, title and credits (50 words or less, if possible):**

HSEM 445 Business Continuity & Crisis Management: The course serves as introduction to crisis management and organizational continuity from a private sector business crisis and continuity management partnership perspective. The topics include comprehensive emergency management, public and private roles and partnerships for emergency and crisis management, the risk management process, strategic crisis management, contingency planning, training and exercises, emergency response, business continuity and recovery, the role of the crisis management team, and crisis communication

**11. COURSE CLASSIFICATIONS:** (undergraduate courses only. Use approved criteria found on Page 10 & 17 of the manual. If justification is needed, attach on separate sheet.)

H = Humanities  N = Natural Science  S = Social Sciences

Will this course be used to fulfill a requirement for the baccalaureate core?  YES  NO

IF YES, check which core requirements it could be used to fulfill:

O = Oral Intensive, Format 6  W = Writing Intensive, Format 7  Natural Science, Format 8

**12. COURSE REPEATABILITY:**

Is this course repeatable for credit?  YES  NO

Justification: Indicate why the course can be repeated (for example, the course follows a different theme each time).

How many times may the course be repeated for credit?  TIMES

If the course can be repeated with variable credit, what is the maximum number of credit hours that may be earned for this course?  CREDITS

**13. GRADING SYSTEM:**

LETTER:

PASS/FAIL:

REVISED 1/21/2011: take out math courses; add "or permission

**RESTRICTIONS ON ENROLLMENT (if any)** of instructor."

**14. PREREQUISITES** HSEM 301; MATH 107X or 161X or STAT 200X and upper division standing

These will be required before the student is allowed to enroll in the course.

**RECOMMENDED**

Classes, etc. that student is strongly encouraged to complete prior to this course.

**15. SPECIAL RESTRICTIONS, CONDITIONS**

**16. PROPOSED COURSE FEES** \$

Has a memo been submitted through your dean to the Provost & VCAS for fee approval?  
Yes/No

**17. PREVIOUS HISTORY**

Has the course been offered as special topics or trial course previously? Yes/No

If yes, give semester, year, course #, etc.:

**18. ESTIMATED IMPACT**

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

None; Faculty member is already in place.

**19. LIBRARY COLLECTIONS**

Have you contacted the library collection development officer (ffklj@uaf.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of contact and resolution. If not, explain why not.

No  Yes

**20. IMPACTS ON PROGRAMS/DEPTS**

What programs/departments will be affected by this proposed action? Include information on the Programs/Departments contacted (e.g., email, memo)

None

**21. POSITIVE AND NEGATIVE IMPACTS**

Please specify positive and negative impacts on other courses, programs and departments resulting from the proposed action.

Positive impact: course/curriculum changes will result in recognition by the Emergency Management Institute's Higher Ed Project as an "approved" program for endorsement and promotion by FEMA and the Department of Homeland Security.

**JUSTIFICATION FOR ACTION REQUESTED**

The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.

The addition of this course to the current Bachelor of Emergency Management curriculum supports the academic needs of the students within the program and changes taking place within the field of Emergency Management and Homeland Security.

**APPROVALS:**

Signature, Chair, Program/Department of: Director, Emergency Management Program Date 25 Oct 2010

Signature, Chair, College/School Curriculum Council for: Chris Som Curricula Date 26 OCT 2010

Signature, Dean, College/School of: School of Management Date

Signature of Provost (if applicable) Date

**Offerings above the level of approved programs must be approved in advance by the Provost.**

**ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE**

Signature, Chair, UAF Faculty Senate Curriculum Review Committee Date

**ADDITIONAL SIGNATURES: (if required)**

Signature, Chair, Program/Department of: Date

Signature, Chair, College/School Curriculum Council for: Date

Signature, Dean, College/School of: Date

## **Course Syllabus: HSEM 445**

### **Business Continuity & Crisis Management --3 credits**

Revised 1/21/2011:

**Prerequisites:** None XXXXX Add: HSEM F301 or permission of instructor.

**Location:** Bunnell xxx

**Time Mon 0:00 – 0:00**

**Instructor:** Cameron Carlson

Director, Emergency Management & Homeland Security Program

School of Management, University of Alaska Fairbanks

Office: 219 F Bunnell  
Office Hours: TBD  
Telephone: 474-6537  
e-mail: cdcarlson@alaska.edu

### **Course Description**

The course serves as introduction to crisis management and organizational continuity from a private sector business crisis and continuity management partnership perspective. The topics include comprehensive emergency management, public and private roles and partnerships for emergency and crisis management, the risk management process, strategic crisis management, contingency planning, training and exercises, emergency response, business continuity and recovery, the role of the crisis management team, and crisis communication.

### **Course Objectives**

- Understand hazards and disasters and their implications for Business Crisis and Continuity Managers.
- Understand comprehensive emergency management from a private sector perspective.
- Understand the similarities and differences between public sector emergency management and private sector crisis and continuity management and the skill and knowledge sets required by personnel.
- Understand the similarities and differences of BCCM and COOP.
- Understand the functions and sub functions of a comprehensive Business Crisis and Continuity Management (c) program and how they are related in an integrated framework.

- Understand the concepts of crisis management, contingency planning, and organizational continuity, recovery and restoration and apply them to the examination of organizations through class discussions, case studies, and independent student work.

### **Course Text Books**

Laye, John. (2002). *Avoiding Disaster: How to Keep Your Business Going When Catastrophe Strikes*. Hoboken, NJ. John Wiley and Sons.

*Harvard Business Essentials on Crisis Management*. (2004). Boston, MA. Harvard Business School Press.

### **Additional Reading**

Additional reading assignments have been selected from articles and Web Sites. Where possible, the course author has obtained permission to include session handouts of the assigned reading.

### **Instructional Methods**

The class will be primarily conducted through small group discussion and lecture. The first half of each class will routinely be used for lecture and small group discussion. The second half of class will be utilized for special topic discussions, guest speaker presentations and project work and brief back presentations.

Recommended preparation: 2 hours weekly

### **Evaluation**

Required Reading, Writing and Participation:

20 %: Issue Paper /Research/Presentation and Discussions: Each student will develop an "Issue Paper" for class discussion and presentation. The paper will consist of typed 5-8 page paper concerning a relevant current topic in Business Continuity. The presentation will consist of a 15-20 min presentation (complete with slides)

15%: Quizzes, Special Topics, Discussion and Class Participation: Announced and unannounced quizzes will be provided periodically to gauge each student's familiarity of assigned readings. Additionally, each student will be required to lead at least one classroom discussion based upon assigned readings. Students will also be required to participate in both classroom as well as Blackboard discussions/forums. Individual special topics will be developed and prepared by each student in class. The topics requirements will be discussed in class and

developed on blackboard.

**15%: Business Continuity Plan:** Students will develop a Business Continuity Plan based upon the information provided within the course. The plan will be developed in consultation with the instructor.

**30% Mid Term:** The mid term exam will consist of a number of questions and essays centered on the readings and discussions generated in class.

**20% Final Student Presentation:** The final student presentations will consist of three (3) separate papers of approximately 5 pages in length. The presentations will be based on course readings from both the text and additional material provided. The presentations will focus on different aspects of business continuity i.e. business impact analysis, recovery or continuity. The presentation to accompany the papers will be in a slide presentation format.

### **Grading**

Issue Paper and Presentation 20%--200 points

Quizzes, Discussion and Class Participation 15%--150 points

Group Case Study 15%--150 points

Leadership Workshop 10%--100 points

Mid Term 20%--200 points

Final 20%--200 points

A= 90-100% (900-1000 points)

B= 80-89% (800-899 points)

C= 70-79% (700-799 points)

D= 60-69% (600-699 points)

F= 59 % or less (599 points or less)

### **Course Policies**

Students are expected to attend and participate in both the class and discussions generated. Students will be penalized for the late submission of class assignments and for non—attendance (outside of emergency or mutually agreed upon circumstances). Students are expected to observe academic honesty.

Dishonest practices including giving or receiving assistance in any manner or form during an examination, unauthorized possession of exam questions, and plagiarism (willfully presenting another person's writings, opinions or thoughts as one's own, without proper credit and documentation) will not be tolerated.

Violations of this academic honesty policy will be subject to all possible disciplinary actions including removal of violator from this course.

### **Support Services**

Students are encouraged to utilize the UAF Writing Center in 801 Gruening, ph 474-5314 as needed to assist in the development and refinement of their written products. Please contact me as required should you need to contact other

subject matter support services relevant to the development of your leadership or classroom projects/topics.

### **Students with Disabilities**

Students with learning or other disabilities who may need classroom accommodations are encouraged to make an appointment with the Office of Disability Services (Phone # 474-7043). Please inform me of your needs and if I need to meet with the Office of Disability Services to provide the appropriate accommodations and supports to assist you in meeting the goals of the course.

### **Class Schedule**

#### **Week 1**

Course Introduction

Emergency Management and BCCM Terminology and BCCM Frameworks

#### **Week 2**

BCCM Framework and Definitions and Comparing BCCM with COOP

BCCM Resources

#### **Week 3**

Making the Case for BCCM and Initiating a BCCM Program

The Role of the Private Sector pre and post 9/11 and post Hurricane Katrina

#### **Week 4**

Risk Assessment & Management

#### **Week 5**

Issue Paper Presentations start

#### **Week 6**

Issue Paper Presentations and Discussions

Mid Term Review

#### **Week 7**

Mid Term

#### **Week 8**

Business Continuity Strategies

Business Contingency/Continuity Planning I

#### **Week 9**

Business Contingency/Continuity Planning II & III

**Week 10**

Training and Exercising in Support of a BCCM Program and Plans  
The Emergency Operations Center and the Crisis Management Team

**Week 11**

Crisis Management and Crisis Decision Making  
Crisis Communication

**Week 12**

Crisis Communication II  
Crises of Confrontation, Malevolence, Skewed Management Values,  
Management

**Week 13**

Deception and Management Misconduct  
Business Ethics

**Week 14**

Pandemic Preparedness, Planning  
Table Top Exercise  
BC Plan Turn in

**Week 15**

Student Presentations Start  
Take home Final

**Week 16**

Final Due  
Student Presentations and Discussions of the Students' Course Papers