



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Crisis Management							
Course Code		HIT215		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	5	Workload	128 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		How students conduct themselves in business environment, provide information about the crisis and stress.							
Course Content		In general, the following information will be given: 1. Definitions and Analysis of Crisis 2. Process and Results of the crisis. 3. Human Resource Management in Times of Crisis.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Lec. Seçil UTMA							

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

### Recommended or Required Reading

1	TÜZ, Melek "Kriz Yönetimi" Aktüel Publishing (2008)
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Week	Weekly Detailed Course Contents	
1	Theoretical	Definitions and Characteristics of the Crisis-Analysis
2	Theoretical	Resources of the Crisis.
3	Theoretical	Process and Results of Crisis
4	Theoretical	Crisis and Change Management Plan
5	Theoretical	Periods of Crisis Management And Steps
6	Theoretical	Human Resources Management in Times of Crisis.
7	Theoretical	Post-Crisis Management.
8	Intermediate Exam	midterm exam
9	Theoretical	Crisis environment, stress management
10	Theoretical	Individual Stress
11	Theoretical	Stress Factors.
12	Theoretical	Types of Organizational Stress and Stress.
13	Theoretical	Types of Stress.
14	Theoretical	Coping with Stress. (Stress Management)
15	Final Exam	Final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	4	3	98
Midterm Examination	1	13	1	14
Final Examination	1	15	1	16
Total Workload (Hours)				128
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Understanding to that what is the crisis
2	Understanding of the period of crisis management



3	Understanding of the stages of the financial crisis
4	Determine how to manage the crisis process
5	Analyze the crisis.

**Programme Outcomes (Public Relations and Publicity)**

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

**Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High**

	L1	L2	L3
P1	4	4	4
P2	4	4	4
P3	4	4	4
P4	4	4	4
P5	1	1	1
P6	1	1	1
P7	4	4	4
P8	3	3	3

