



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Crisis Management							
Course Code		HİT251		Couse Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		In economic and social crisis environments, how organizations can manage the crisis and the crisis in how to obtain information about how to save from it.							
Course Content		What is the emergence of a crisis and how to give basic concepts and tools, as a system, how the crisis from taking over properties of an action plan be formed to examine the functions.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study					
Name of Lecturer(s)		Ins. Nupel AZİZOĞLU PALABIYIK							

### Assessment Methods and Criteria

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

### Recommended or Required Reading

1	Kriz Yönetimi, Richard Luecke, İstanbul, 2005
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Week	Weekly Detailed Course Contents	
1	Theoretical	The basic concepts related to the crisis
2	Theoretical	The characteristics of the crisis
3	Theoretical	The sources of crisis
4	Theoretical	The process and results of the crisis
5	Theoretical	Management and stages of the crisis period
6	Theoretical	Post-crisis management
7	Theoretical	In the crisis environment stress management
8	Theoretical	8 The crisis control
9	Theoretical	Measures against social crises
10	Theoretical	Measures against the economic crisis
11	Theoretical	In crisis management logical framework
12	Theoretical	In crisis management logical framework
13	Theoretical	Public relations in crisis management
14	Theoretical	Public relations in crisis management

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2
*25 hour workload is accepted as 1 ECTS				

### Learning Outcomes

1	Know the basic concepts of crisis management
2	Knows what the sources of the crisis may be
3	• now the processes of the formation and development of the crisis
4	Show a proactive approach to the crisis



5	Knows the public relations practices in times of crisis
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**Programme Outcomes (Public Relations and Publicity)**

1	To gain the skills of interdisciplinary group work
2	To acquire the abilities of understanding and expressing yourself.
3	To acquire ability of Project design, execution and evaluation in terms strategic communication.
4	To obey the ethic rules in applications of public relations and to gain social responsibility awareness.
5	To improve written and oral communication skills.
6	To help understand the global and social effects of communication occupation.
7	To get information about current events and analyze them within the scope of communication occupation.
8	To benefit from new media and communication technologies.
9	To provide the ability for analyzing different communication systems with an integrated approach.
10	To be aware of his own qualification in the studies of public relations and advertising.
11	To gain the basic occupational knowledge related to the public relation management.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L1	L4
P1	5	5
P2	5	5
P3	5	5
P4	5	5
P5	5	5
P6	5	5
P7	5	5
P8	5	4
P9	5	4
P10	5	4
P11	5	4

