

Course Name: Risk and Crisis Management

Description:

In an increasingly complex and interconnected world, organizations and individuals face a growing risk of crises. These events can be caused by a variety of factors, including disasters, industrial accidents, terrorist attacks, financial scandals, and public relations problems.

Crisis management is the process of planning and responding to risks with the goal of minimizing the negative impact of a crisis, restoring operations as soon as possible, and learning lessons. Therefore, training students to understand risk management and how to handle crises is essential for the sustainability and resilience of an organization.

Learning Outcomes:

The aim of this course is to provide students with the knowledge and skills needed to manage risk and respond effectively to crises. By the end of the course, students will be able to:

- Define the nature of risk.
- Identify different types of threats.
- Develop a crisis management plan.
- Respond effectively to a crisis.
- Incorporate tools for making decisions under pressure.
- Understand risk and crisis management as an ethical action and a competitive advantage.

Methodological Strategies:

- Expository classes
- Case method
- Flipped learning
- Interdisciplinary work

A field trip to the National Disaster Prevention and Response Service (SENAPRED).

Assessment Strategies:

Formal requirements (two tests and an exam)

Contents:

- What is Risk Management and Sustainable Development?
- What is a Crisis?
- Disasters and Society
- Risk Perception and Communication
- Politics and Ethics in Disasters
- Crisis Management
- Operational Continuity