

Course Title	Emergency Response & CSR				
Course Code	AVM411				
Course Type	Compulsory				
Level	Bachelor (1 st cycle)				
Year / Semester	4 th Year / 1 st Semester				
Instructor's name	TBA				
ECTS	7	Lectures / week	6 Hours/ 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	The course discusses the relevant issues to planning, development and execution of crisis communications programs for different types of organizations with special emphasis on emergency response programs for aviation incidents and public relations techniques for communication with the different stakeholders.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Identify what a crisis is and the type of crisis facing the organization. • Implement an Emergency Response Program related to aviation accidents and incidents. • Discuss the role of contingency planning, of establishing a crisis management team and the role of the crisis manager • Critically discuss the various strategies for responding to a crisis • Demonstrate an understanding as to how to effectively communicate with the different publics during a crisis through case studies • Implement damage control. • Explain the relevance of Corporate Social Responsibility to crisis management. 				
Prerequisites	AVM320	Co-requisites	None		
Course Content	<p>Areas to be covered:</p> <ul style="list-style-type: none"> • Definition of crisis management and types of crises • Aviation accident and Incident response plan 				

	<ul style="list-style-type: none"> • Different approaches to crisis management e.g. proactive or reactive • Definition of issues management • The crisis team, the role of the crisis manager and contingency plans • The stages of crises • Strategies for responding to crises • How to effectively communicate during a crisis with the different publics • Damage control & Reputation Management • Crises in the profit, non-profit and the public sector • Review of successful and unsuccessful cases • Corporate social responsibility – definition • Different approaches to CSR: the Canadian (Montreal school of CSR), the Anglo-Saxon and the Continental-European • Benefits and criticisms of CSR • CSR and Crisis Management.
Teaching Methodology	Face-to face
Bibliography	<ul style="list-style-type: none"> • Bernstein, J. Manager's Guide to Crisis Management, McGraw Hill, USA • Fink, S. Crisis Management: Planning for the Inevitable, iUniverse Inc., USA • Fearn-Banks, K. Crisis Communications Instructor's Manual: A Casebook Approach, Routledge • Mitroff, I. and Pearson, C. Crisis management: a diagnostic guide for improving your organization's crisis-preparedness, Jossey-Bass Publishers <p>Harvard Business Review on Crisis Management, Harvard Business School Press</p> <p>Managing Crises (Pocket Mentor) Harvard Business School Press</p>

Assessment	<table border="1"><tr><td data-bbox="472 191 1011 268">Examinations</td><td data-bbox="1011 191 1489 268">60%</td></tr><tr><td data-bbox="472 268 1011 306">Assignments</td><td data-bbox="1011 268 1489 306">30%</td></tr><tr><td data-bbox="472 306 1011 344">Participation</td><td data-bbox="1011 306 1489 344">10%</td></tr><tr><td data-bbox="472 344 1489 382"></td><td data-bbox="1011 344 1489 382">100%</td></tr></table>	Examinations	60%	Assignments	30%	Participation	10%		100%
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Language	English								