

## Planning and Quality Assurance Affairs

Form (A)

### Course Specifications

#### General Information

<b>Course name</b>	Risk & Strategic Management
<b>Course number</b>	ITIS4303
<b>Faculty</b>	
<b>Department</b>	
<b>Course type</b>	Major Needs
<b>Course level</b>	4
<b>Credit hours (theoretical)</b>	3
<b>Credit hours (practical)</b>	0
<b>Course Prerequisites</b>	

#### Course Objectives

1 - Engage students in active discovery of risk management principles
2 - Prepared to function in a business environment, developing an awareness of the challenges, the tools, and the process of designing and implementing a risk management program

#### Intended Learning Outcomes

<b>Knowledge and Understanding</b>	<ul style="list-style-type: none"> <li>* a1) Explain the role of the stakeholder who plays a part before a risk incident.</li> <li>* a2) Describe the potential additional impact of new stakeholders' who emerge as a risk incident is unfolding.</li> </ul>
<b>Intellectual Skills</b>	<ul style="list-style-type: none"> <li>* b1) Examine the relationship between governance, good practice, standards, regulation and the law.</li> <li>* b2) Analyze the global response of organizations to business continuity management regarding each of the issues.</li> </ul>
<b>Professional Skills</b>	<ul style="list-style-type: none"> <li>* c1) Discuss a consistent, clear, and measured communication of risk issues.</li> <li>* c2) Evaluate sources of information opportunities for decision-making around risk information evolving.</li> </ul>
<b>General Skill</b>	<ul style="list-style-type: none"> <li>* d1) Report the business continuity management Cycle.</li> <li>* d2) Report the business continuity Cycle to the risk management Cycle</li> </ul>

## Course Contents

- 1 - The difference between risk/issue and crisis management. The importance of pro-active reputation risk analysis.
- 2 - Complexity theory and interdependency.
- 3 - Risk identification: categories of risk. Risk associated with globalization.
- 4 - Psychology of risk and irrational decision making.
- 5 - Rumor analysis Problems with risk communications Risk management: identification, categorization, implementation.
- 6 - The identification and management of issues. The nature of a crisis.
- 7 - The characteristics of a crisis.
- 8 - Handling a crisis –the key stages involved
- 9 - Crisis communication and the Internet.
- 10 - Handling the media during a crisis.

## Teaching and Learning Methods

- 1 - Lectures
- 2 - Exercises

## Students Assessment

<u>Assessment Method</u>	<u>TIME</u>	<u>MARKS</u>
Mid-Term Exam	6th week	40
Assignments	12th week	10
Final Exam	16th week	50

## Books and References

Recommended books      Bouchet M, Clark E, and Gros Lambert B: Country Risk Assessment: Wiley 2003 (BCG)  
ISBN: 047084500-7  
Bremmer, I.: The J-Curve Simon & Schuster 2007 ISBN-10: 0-7432-471-7

## Knowledge and Skills Matrix

Main Course Contents	Study Week	Knowledge and Understanding	Intellectual Skills	Professional Skills	General Skill
The difference between risk/issue and crisis management. The importance of pro-active reputation risk analysis.	1-2	a1			
Complexity theory and interdependency.	3-4	a2	b1		
Risk identification: categories of risk. Risk associated with globalization.	5-6	a2	b1	c1	
Psychology of risk and irrational decision making.	7-8	a1	b2	c1	d1
Rumor analysis Problems with risk communications Risk management: identification, categorization, implementation.	9-10	a1		c1	d2
The identification and management of issues. The nature of a crisis.	10-11	a2	b2		d1
The characteristics of a crisis.	12	a1		c1	d2
Handling a crisis –the key stages involved	13	a2	b1-b2		d1-d2
Crisis communication and the Internet.	14	a1-a2	b1-b2	c2	d1-d2
Handling the media during a crisis.	15		b2		d1-d2