



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Fundamentals of Crisis Management [S1DSwB1>PZK]

Course

Field of study	Year/Semester
Data Science in Business	3/5
Area of study (specialization)	Profile of study
–	general academic
Level of study	Course offered in
first-cycle	Polish
Form of study	Requirements
full-time	elective

Number of hours

Lecture	Laboratory classes	Other
15	0	0
Tutorials	Projects/seminars	
15	0	

Number of credit points

3,00

Coordinators

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Lecturers

Prerequisites

The prerequisites for the course include basic knowledge of management concepts, analytical thinking skills, and fundamental knowledge of mathematics and statistics.

Course objective

The aim of the course is to equip participants with theoretical foundations and practical skills essential for effective crisis management in a business environment. The program enables the identification of threats, the development of preventive and contingency strategies, as well as effective communication and decision-making in crisis situations, thereby supporting leadership competencies and the ability to respond swiftly to dynamic market challenges.

Course-related learning outcomes

Knowledge:

Characterizes crisis management models and their application in the context of preventive and reactive strategies in business [DSB1_W04].

Analyzes key ethical, social, and legal challenges related to crisis management, including corporate social responsibility [DSB1_W06].

Describes methods for identifying threats, risk analysis, and effective response to crisis situations in enterprises [DSB1_W08].

Skills:

Selects appropriate information sources and analytical tools for crisis assessment and management in an organization [DSB1_U01].

Analyzes systemic and non-technical aspects of crisis management, considering its impact on the operational and strategic activities of a company [DSB1_U06].

Conducts a critical analysis of the effectiveness of implemented crisis management strategies, proposing their optimization [DSB1_U07].

Justifies the choice of specific crisis management methods and strategies and evaluates their impact on the reputation and functioning of the enterprise [DSB1_U11].

Social competences:

Critically analyzes their own knowledge and skills in crisis management, striving for continuous improvement [DSB1_K01].

Takes responsibility for fulfilling roles related to crisis management in an organization, considering the consequences of decisions made [DSB1_K05].

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture:

Students take two quizzes, each graded on a point-based system-50 points per quiz. The final grade is the sum of points from both quizzes. The first quiz takes place midway through the course, while the second is at the end. The passing threshold is a total of 50 points from both quizzes.

Exercises:

Students receive two formative assessments. The first assessment involves preparing a report on solving a selected business problem related to crisis management, worth up to 50 points. The second assessment is a quiz, also worth up to 50 points. The passing threshold is a total of 50 points from all activities.

Programme content

The course covers comprehensive aspects of crisis management in business, from identifying threats and analyzing early crisis signals to preventive planning and implementing contingency plans, as well as communication strategies and reputation management during crises. The program emphasizes strategic decision-making in crises, collaboration with the media and public authorities, the use of modern technologies, and legal, ethical, and corporate social responsibility aspects during crises, enabling participants to respond effectively to dynamic business challenges.

Course topics

- Introduction to Crisis Management in Business
- Definitions and Typology of Crises
- Threat Identification and Analysis of Early Crisis Signals
- Preventive Processes and Crisis Planning
- Risk Management in a Crisis Context
- Development and Implementation of Contingency Plans
- Crisis Communication Strategies
- The Role of Media and Communication in Crisis Situations
- Corporate Reputation Management During a Crisis
- Collaboration with Public Authorities and Emergency Services
- Strategic Decision-Making in Crises
- Case Studies and Crisis Simulations
- Crisis Management in the Supply Chain
- Utilization of Technology and IT Tools in Crisis Management
- Legal and Regulatory Aspects of Crisis Management
- The Role of Leadership and Team Management in Crisis Situations
- Ethics and Corporate Social Responsibility During a Crisis

Effectiveness Analysis of Crisis Actions and Lessons Learned

Teaching methods

Lectures: Problem-based lecture, case study presentation

Exercises: Analysis of real-world data, practical group tasks, case study analysis

Bibliography

Basic:

Moczydłowska, J., Kowalewski, K., (2024). Zjawiska kryzysowe w organizacji: diagnoza i zarządzanie, Difin, Warszawa

Additional:

Bąk, P., Kapusta, M., & Sukiennik, M. (2017). Wybrane pryncypia zarządzania ryzykiem w przedsiębiorstwie. *Finanse, Rynki Finansowe, Ubezpieczenia*, 89, 363-368.

Breakdown of average student's workload

	Hours	ECTS
Total workload	75	3,00
Classes requiring direct contact with the teacher	32	1,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	43	2,00