

Crisis Management

Crisis Management is a 3rd year unit, taught at the UG programme of studies. The unit aims to introduce students to the basic concepts of crisis management from a managerial and business perspective. In particular, the unit maintains that businesses and society are faced with a number of evolving forms of crises (social, economic, environmental, health – related) that they expand and escalate due to a number of reasons (technological change, information exchange, globalization). As a result, students, as latent businesspeople, need to appreciate the factors that may lead to a potential crisis, the various negative and positive impacts of a crisis, and the various mechanisms and strategies available to curb the positive and negative impacts of a crisis. Finally, the unit aims to instill to students the fact that crisis management is more to do with taking precautionary measures, be proactive and alert, as opposed to be reactive and defensive.