**Lesson Plan**

**Module 9**

**Lesson 1**

**Overview**

A crisis can interrupt an organization’s routine business and can bring threats to public safety or lead to financial loss and reputation loss. This lesson addresses prominent ethical issues in crisis situations. They include responsibility and accountability, and the ethic of humanistic care. These issues are almost always present in various types of crisis situations and have significant consequences. **Module Format**

* A) A short video, B) a written lesson, C) a case study on BP oil spill, D) a set of powerpoint slides, and E) assessment questions

**Learning objectives**

* + Students will understand responsibility and accountability as closely related ethical concepts
  + Students will understand humanistic care as an ethical standard relevant to many crisis situations
  + Students will comprehend the connection between image restoration and accepting responsibility in crisis communication and response

**Key concepts**

Crisis Communication; Accepting or denying/evading responsibility (for crisis event); accountability for one’s action; humanitarian care (for victims of crisis)

* **Activities**
  + - Video viewing (in and outside class) of the BP case or other crisis cases selected by the instructor;
    - Reading of selected press releases, public statements, company announcements, and news articles on crisis cases selected by instructor;
    - Class discussions on news stories and reader comments to online newspapers/social media related to crisis events
    - Short reflection essays on crisis management successes or failures based on ethical concepts discussed in this lesson
* The purpose of the lessons is to highlight the ethical obligations an organization must face in managing a crisis. The students will apply the concepts to real life crisis cases and learn that the ethical questions will bear significant consequences for the organization as well as the victims involved.
* The instructor will introduce the key concepts, illustrated with examples from crisis cases. The instructor will guide student discussions on how these concepts on ethical consideration of crisis management are exemplified in selected cases. Specifically, through reviewing communication materials (public statements, announcements, and press releases) produced by the organizations encountering crisis situations, students will apply the key concepts to understand how the organizations could make ethical decisions to accept responsibility, uphold accountability, enable access to information, and provide/facilitate humanitarian care when there are victims involved. Students will also examine materials showing how organizations could deny or evade responsibilities. The students will also analyze how these steps will impact the process of image restoration and post-crisis organizational revival.