

Nombre de crédits : 3

Langue d'enseignement : English

Responsable du cours : POHARDY

OLIVIER Enseignants : BUSSON Julie ,
DENIS Elodie

≡ DESCRIPTION DU COURS

Issue Management is about preserving company's reputation. Organizations are more and more exposed to public opinion and therefore to image risks. They are more careful, monitor their exposure, implement new processes and allocate resources in order to anticipate and to manage crisis situations.

Listening to the environment and the stakeholders is the heart of good issue management and crisis communications.

In terms of speech writing and crisis communication content, this course is complementary to SCM2_16_CEI01.

MODIFICATIONS_COVID

The course was conducted in distance learning instead of face-to-face as originally planned. The duration was changed to 12 hours instead of 24 hours. The program was tightened accordingly (less simulation time). The evaluation on continuous monitoring has been abolished.

≡ OBJECTIF DU COURS

Understand the impact of reputational risks on organizations and brands.

Assess reputation risks related to company's activities.

Understand how a crisis situation bursts and evolves.

Acquire issue management and crisis communication good practices.

≡ LEARNING OBJECTIVES

Learning goals C4B	LG1 - Analyse
Learning objectives C4B	LO2 - Analyser des situations complexes
Outcomes	Niv. 0 - NC

Learning goals C4B	LG2 - Action
Learning objectives C4B	LO4 - Etre force de proposition, prendre des initiatives
Outcomes	Niv. 0 - NC

Learning goals C4B	LG2 - Action
Learning objectives C4B	LO5 - Evaluer, prévenir et gérer les risques à court, moyen et long terme
Outcomes	Niv. 0 - NC

Learning goals C4B	LG3 - Entrepreneuriat et innovation
Learning objectives C4B	LO8 - Oser prendre des risques dans le cadre d'un projet
Outcomes	Niv. 0 - NC

≡ CONCEPTS ENSEIGNÉS

Crisis communication. Issue management. Risk management.

≡ MÉTHODES PÉDAGOGIQUES

Mix of theory and practice. Case studies. Crisis simulation "in real time" with role play.

≡ TRAVAIL ATTENDU ET ÉVALUATION

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≡ BIBLIOGRAPHIE

- . Libaert (T), La communication de crise, Les Topos, 3ème édition, Dunod, 2010
- . Heiderich (D), Plan de gestion de crise, Collection: [Fonctions de l'entreprise](#), Dunod, 2010
- . Le Bret (H), La semaine où Jérôme Kerviel a failli faire sauter le système financier mondial, édition Les Arènes, 2010
- . Collectif, « La crise en 100 mots », La documentation française, 2007

≡ MÉTHODE D'ÉVALUATION

40 % : Contrôle continu

60 % : Examen

≡ SÉANCES

1

COURS : 06h00

Basics of issue management, risk management, crisis management and communication. Understanding stakes and environnement. The crisis life-cycle.
Cases studies and exercices.

2

COURS : 06h00

Anticipation : company's processes and organisation to face crisis situations (risk mapping, stakeholders mapping)
Crisis management and communication methodology (crisis team, spokesperson, golden rules, « first aid » kit...)
Case studies and exercices

3

COURS : 06h00

Simulation #1, exercise, debriefing, lessons-learnt

4

COURS : 06h00

Simulation #2, exercise, debriefing, lessons-learnt