

COURSE DETAIL

CRISIS MANAGEMENT

Country

Taiwan

Host Institution

National Taiwan University

Program(s)

National Taiwan University

UCEAP Course Level

Graduate

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

211

UCEAP Course Suffix**UCEAP Official Title**

CRISIS MANAGEMENT

UCEAP Transcript Title

CRISIS MANAGEMENT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

The advent of globalization and the Internet has ushered in numerous economic benefits. However, it has also interconnected global economies and supply chains, thereby increasing the vulnerability of companies to a wide range of rapid and often unpredictable events. These include changes in national policies, international political incidents, natural disasters, and local incidents, all of which necessitate swift and effective managerial responses, strategic risk management, and crisis communication skills. Crisis management equips leaders with the necessary skills to navigate these challenges. This includes: a) Pre-crisis skills for performing vulnerability assessments to identify potential risks and understanding the factors that make up these risks but also avoidance strategies, such policy and ESG adherence; b) Crisis response skills that encompass effective and decisive communication abilities, comprehension of risk reduction strategies, and the ability to engage all stakeholders ethically and effectively; c) Post-crisis skills that aid companies in not only recovering their reputation but also learning from the experience to develop lasting responses and adaptations that help prevent recurrence. This course places a strong emphasis on practical, real-life applications.

Language(s) of Instruction

English

Host Institution Course Number

GMBA7132

Host Institution Course Title

CRISIS MANAGEMENT

Host Institution Course Details

<https://course.ntu.edu.tw/en/courses/114-2/18487>

Host Institution Campus

Host Institution Faculty

Host Institution Degree
Host Institution Department Management
Course Last Reviewed 2025-2026

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