



Spring II 2026

COURSE NUMBER: MANA 5375-702, 704, 706

INSTRUCTOR: Dr. Venugopal Gopalakrishna-Remani

COURSE TITLE: SP TOPICS IN HEALTH MANAGEMENT: Crisis Management

COURSE DESCRIPTION: This course is an in-depth study of Crisis Management, focusing on the preparation for, reaction to, and learning that occurs after a major unpredictable event that threatens to harm the organization, its stakeholders, and the public.

REQUIRED TEXT: Crisis Management: Leading in the New Strategy Landscape, Fourth edition_ ISBN-13979-8550555514

CLASS MEETING: On-line, virtual class

OFFICE LOCATION: COB 350.49

EMAIL ADDRESS: venugopal@uttyler.edu – This is the best way to reach me quickly. I generally return emails within two business days.

OFFICE HOURS: Mondays and Tuesdays 12 pm to 5 pm
The best way to reach me quickly is by email venugopal@uttyler.edu. Generally, I return emails within two business days. I am available by appointment via zoom conference. Please avoid leaving voice message on office phone.

Class Dates: 03/02/2026 - 04/25/2026

Census Date: March 6, 2026

Last day to withdraw: April 10, 2026

(Please check the academic calendar for any changes in the dates)

COURSE OBJECTIVES:

- Explain the importance of Crisis Management planning, proactive and effective

responses to a crisis.

- Develop functional Crisis Management plans to avoid crises and minimize the impact of a crisis.
- Identify crisis and apply Crisis Management methods for diagnosing and resolving it.
- Implement organizational changes based on how internal and external factors and their effect on the crisis' severity, duration, and impact.
- Outline 4 major stages of Crisis Management framework, and the actions taken at each stage.
- Apply the strategic management process from a corporate and business level.
- Define, describe business ethics in crisis management
- Identify and describe emerging trends in crisis management

TEACHING METHOD:

A variety of methods will be used to help the student master the material, including recorded lectures, PowerPoints, videos, and homework assignments.

CANVAS:

An on-line “class interface” for this course is available through Canvas. Canvas allows you 24-hour access to course materials, announcements, your grades, and other information. It will facilitate easy communication with fellow students and the instructor.

EVALUATION:

Grade Determination

Discussion (2)	60
Quizzes	190
Exams	250
Total	500

Grade

Grade	%	In points
A	90 – 100%	450 and above
B	80 – 89.9%	400- 449
C	70 – 79.9%	350- 399
D	60 – 69.9%	300-349
F	0 – 59%	Less than 300

HOMEWORK

Homework will be assigned and submitted via Canvas. For consistency, all homework is due Sunday at 9 pm of the appropriate week except the last week of the class. See the class schedule below for due dates. Homework is not timed, so please take time to complete it correctly. Only one attempt is allowed for all homework

INTRODUCTION DISCUSSION

Because this is an on-line class, it is difficult to dialogue with your classmates. So I created a discussion board to let you know each other. This is not graded.

Discussions except introduction discussion are graded

EXAM POLICY:

There will be two exams in this class and will be given through Canvas. Each exam will consist of materials covered in the textbook. Exams are timed, and you have one attempt to complete the exam. Exams are primarily true or false and multiple-choice questions. The exams will be administered through respondus lockdown browser. Note that all exams are online via Canvas. Check the class schedule for more details.

MAKE-UP POLICY:

There are no makeup exams. If you miss an exam, then you will be given a zero. If you must be absent due to a University sanctioned event, you are responsible for notifying me with proper documentation and taking the exam early. Carefully review the class schedule and let me know the first week of class if there are any conflicts. See the University Catalog for additional information on University sanctioned absences.

CLASS SCHEDULE:

This syllabus provides a general plan/schedule for this course. Based on the discretion of the instructor, deviations from the syllabus may be necessary. You will be given sufficient notice before any changes are made to the syllabus. Notice that all assignments except the final are due on Sunday at 9 pm CST. It is helpful to print and post this schedule for a reminder.

<i>Wk #</i>	<i>Date</i>	<i>Topic</i>	<i>Readings</i>	<i>Assignment due at 9 pm CST on Sundays except for final examination</i>
1	3/02-3/08	Chapter 1	A Framework for Crisis Management	Quizzes on chapters 1, 2, 3 open
2	3/09-3/15	Chapters 2-3 Discussion on Crisis Management 1	The Crisis Management Landscape Sources of Organizational Crises	Quizzes on chapters 1, 2, 3 end 3/15 Discussion on Crisis Management ends on 3/15 (Graded)
	3/16-3/22	Spring Break		
3	3/23-3/29	Chapters 4-6	A Strategic Approach to Crisis Management Forming the Crisis Management Team and writing the Plan	Quizzes on chapters 4, 5, and 6 are due at 9 pm on 3/29

			Organizational Strategy and Crises		
4	3/30-4/5	Chapters 7	Taking action when a crisis starts	Examination on chapters 1,2,3, 4, 5, and 6 are due at 9 pm on 4/5	
5	4/6-4/12	Chapters 8-9	Crisis communications The importance of organizational learning	Quizzes on chapters 7, 8, and 9 are due at 9 pm on 4/12 Discussion on Crisis Management ends on 4/12	
6	4/13-4/20	Chapters 10 -11	Ethics in Crisis Management Emerging Trends in Crisis Management	Quizzes on chapters 10 & 11 are due at 9 pm on 4/20	
7		Final Examination is due on April 22, 2026, at 9 pm (Final examination includes chapters 1-11 from the book Crisis Management: Leading in the New Strategy Landscape.			

UT Tyler Policies

UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www.uttyler.edu/wellness/rightsresponsibilities.php>

Campus Carry

We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors.

Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions of which students need to be aware. These include:

Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, and approvals for taking courses as Audit, Pass/Fail, or Credit/No Credit.

Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)

Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)

Being reinstated or re-enrolled in classes after being dropped for non-payment

Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for

exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability/Accessibility Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079

Student Absence due to Religious Observance

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

Emergency Exits and Evacuation

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

Student Standards of Academic Conduct

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for

credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

“Cheating” includes, but is not limited to:

copying from another student’s test paper;

using, during a test, materials not authorized by the person giving the test;

failure to comply with instructions given by the person administering the test;

possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed “crib notes”. The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;

using, buying, stealing, transporting, or soliciting in whole or in part the contents of an unadministered test, test key, homework solution, or computer program;

collaborating with or seeking aid from another student during a test or other assignment without authority;

discussing the contents of an examination with another student who will take the examination;

divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructor has designated that the examination is not to be removed from the examination room, or not to be returned, or to be kept by the student;

substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;

paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, homework solution or computer program;

falsifying research data, laboratory reports, and/or other academic work offered for credit;

taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and

misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.

“Plagiarism” includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the submission of it as one’s own academic work offered for credit.

“Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.

All written work that is submitted will be subject to review by Unicheck, available on Canvas.

UT Tyler Resources for Students

UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu

UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu

The Mathematics Learning Center, RBN 4021, is an open-access computer lab for math students, with tutors on duty to assist students enrolled in early-career courses.

UT Tyler Counseling Center (903.566.7254)