

Implementation plan Finished

Study unit	Intercultural and crisis communication (A9066), 5.0
Implementation	HCA1321: 2/2013-2014 (07.01.2014 - 20.06.2014)
Type	DEVELOPMENT OF CORE COMPETENCES IN THE FIELD (A801)
Groups	Primary: HCA12SN Others :
Involved in the project	
Lecturers	
Number of participants	Minimum: Maximum:
Enrolment period	02.12.2013 08:00 - 08.12.2013
Main timing for implementation	
Applicability	For exchange students: Yes For elective studies: No Open UAS student: No Suitable for virtual UAS: No
Teachers	Putkonen Juha (Teacher in charge), Chydenius Tarja (Other teacher)
Campus	Laurea Leppävaara
Main location for implementation	
Implementation method	Optima realization/student group, Other method of implementation, Project/venture/R&D, Web/virtual Language: English Virtuality: 2 cr Integration of R&D: 3 cr
Implementation class	
Focus areas	
Evaluation at the latest	21.07.2014 Storing of graded material ends.: 21.06.2015
Exam days	
Having completed the study unit the student is able to	· analyze the impacts of different crisis communication methods · organize a crisis communication process in organizations · establish and train a crisis communication team · plan and manage crisis communication • plan, implement and evaluate an organisation's crisis communications - communicate effectively as an expert in multicultural organization understanding intercultural communication
Previous studies	
Other arrangements	We will start on thursday 6.2.2014 at 09.00

Learning events

Date	o'clock/at h	3	Subject	Content	Status	Teachers
30.01.2014	9-12	3		1) Pre-task (2 points) Starting the study unit, structure, goals. Organizational communications. 2) Pair task: Analyze one organization's communication. Presentations on Feb. 13. (10 points)		Tarja Chydenius, Juha Putkonen
06.02.2014	9-12	3		Security comms		Juha Putkonen
13.02.2014	9-12	3	Presentations	Presentation skills. Student presentations Peer feedback in class. Feedback forms in Optima		Tarja Chydenius, Juha Putkonen
20.02.2014	9-12	3		Crisis communication		Tarja

Implementation plan Finished

				Crisis comms in SoMe AC Sanafor, Aino Ruikka 3) Crisis communication memo (Individual task, 10 points) DL 06.03.2014		Chydenius
27.02.2014	9-12	3		Project brief and assignment DL 08.04.2014 , same teams		Tarja Chydenius, Juha Putkonen
06.03.2014	9-12	3	No class	Guidance if needed (please, make an appointment before hand)		Juha Putkonen
13.03.2014	9-12	3		Project work, Crisis comms case examples, Small teams4) Team summary of the cases as posters		Tarja Chydenius, Juha Putkonen
20.03.2014	9-12	3		Project, Posters ready (10 points shared by team)		Juha Putkonen
27.03.2014	9-12	3		Crisis communication simulation + feedbackIndividual task: Reflection paper (40 shared by team)		Tarja Chydenius, Juha Putkonen
03.04.2014	9-12	3		Feedback skills Reflection paper peer feedbackPeer evaluation		Tarja Chydenius, Juha Putkonen
08.04.2014				DL for the project work Laurea's International week Intensive week with full day sessions on 8.-10.4.2014 (7X 3h)??		Tarja Chydenius, Juha Putkonen
17.04.2014	9-12		No class	Done during International week		
24.04.2014	9-12		No class	Done during International week		
01.05.2014			No class	Labour Day		
08.05.2014	9-12		No class	Done during International week		
15.05.2014	9-12		No class	Done during International week		
22.05.2014	9-12		No class	Done during International week		