



MANAGEMENT 780: MANAGEMENT OF CRISIS RELIEF PREPAREDNESS AND RESPONSE
SPRING 2013, Tuesdays 4:30 – 7:30pm, JMHH 240

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COURSE DESCRIPTION

From 2000-2011 natural disasters affected (displaced, injured, or killed) nearly 3 billion people around the world, and irreparable disasters struck numerous high profile corporations and organizations from Enron to more recently BP. Natural disasters, business failures, and organizational upheavals are some of the most pressing challenges faced by today's leaders. This course provides an opportunity for business school students to learn crisis management skills, but more importantly to learn how to implement systems to prevent and mitigate the impact of potential crisis. Students will develop an understanding of how a disaster impacts various institutions from developing countries to for profit corporations. In addition to completing course readings and attending lecture, students will utilize their talents to assist organizations dedicated to mitigating the effects of disasters. The curriculum is designed to leverage the talented Wharton community (students, faculty, and alumni) to improve the lives of disaster victims through a well-coordinated strategic response.

FORMAT

The course will meet for one semester once a week for 3 hours. Each class will consist of a 30-60 minute lecture followed by a presentation from an outside speaker. Outside of class, students will be expected to work on a field study project with an organization dedicated to disasters response, rebuilding, or prevention. These projects will be organized by the TA's.

Deliverables include weekly class participation, and midterm and final presentations on field study projects.

COURSE MATERIALS

1. Readings and videos

EVALUATION

Field Project	70%
Class Participation	15%
Peer Evaluation	15%

SPEAKERS

We will inform students of the next week's speaker as far ahead in advance as possible. Each speaker's bio and will be posted in Canvas for you to review before the class, so please come prepared with questions.

COURSE OUTLINE

Session/Date	Reading Assignments/Preparation
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- **Class 1 (Jan. 15) – Introduction to Managing Disasters**

Readings:

- “Exploring probable reasons for record fatalities: the case of 2011 Joplin, MO, tornado”

- **Class 2 (Jan. 22) – Preparing for disasters**

Readings:

- Rawls, C. and M. Turnquist. “Pre-positioning of emergency supplies for disaster response”
- Mas Bermejo, P. “Preparation and response in case of natural disasters: Cuban programs and experience”
- Balick, B. and B. Beamon. “Facility location for humanitarian relief”,

- **(Jan 29) – DIP Week (No Class)**

- **Class 3 – (Feb. 5) Preparing for Disasters**

Readings:

- Kenny, Charles “Disaster risk reduction in developing countries: costs, benefits and institutions”
- Van Meter and T. Schmidlin, “Hurricane preparedness and planning in coastal public school districts in the U.S.”
- Thevenaz, C. and S. Resodihardjo. “All the best laid plans ... conditions impeding proper emergency response”
- Becker, et al. “A model of household preparedness for earthquakes”

- **Class 4 (Feb. 12) – Disaster Response**

Readings:

- Gunderson, L. “Ecological and human community resilience in response to natural disasters”
- Healy A. and N. Malhotra, “Myopic voters and natural disaster policy”
- Kruke, B. and Olsen, O. “Knowledge creation and reliable decision-making in complex emergencies”

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- **Class 5 (Feb. 19) – Recovery/ Mitigation**

Readings:

- Kahn, M. “The death toll from natural disasters: The role of income, geography, and institutions”
- Corey, C. and Deitch, E. “Factors affecting business recovery immediately after hurricane Katrina”
- Ganapati, N. “Measuring the processes and outcomes of post-disaster housing recovery: lessons from Golcuk, Turkey”
- Ferris, E. and Ferro-Ribeiro, S. “Protecting people in cities: the disturbing case of Haiti”

- **Class 6 (Feb. 26) – Student Mid-Point Presentations**

- **March 5 – Spring Break**

- **Class 7 (March 12) – Media use and response in disasters**

Readings:

- Steelman, T. and McCaffrey, S. “Best practices in risk and crisis communication”
- Muller, A. and Whiteman, G. “Exploring the geography of corporate philanthropic disaster response”
- Ferris, E. and Ferro-Ribeiro, S. “Protecting people in cities: the disturbing case of Haiti”

- **Class 8 (March 19) – Hurricane Sandy**

Readings: TBA

- **Class 9 (March 26) – The Cost of Disasters**

Readings:

- Wang, J. “Post-disaster cross-nation mutual aid in natural hazards”
- Penning-Roswell, E. and Wilson, T. “Gauging the impact of natural hazards”
- Bauroth, C. “Disaster losses magnified by short-sighted planning”

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Session/Date	Reading Assignments/Preparation
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- Noy, I. and T. Vu. “The economics of natural disasters in a developing country: The case for Vietnam”
- Walker, P., Wisner, B., Leaning, J., and L. Minear. “Smoke and mirrors: deficiencies in disaster funding”

- **Class 10 (April 2) – Risk and Crisis Leadership**

Readings:

- Chapter 8 (KU) “Hedging against tomorrow’s catastrophes”

- **Class 11 (April 9) – Economics, Risk and Insurance**

Readings:

- Xu, X., Qi, Y., and Z. Hua. “Forecasting demand of commodities after natural disasters”,
- Kim, N. “How much more exposed are the poor to natural disasters?”
- Zhang, X. et al. “Community-based disaster management: a review of progress in China”

- **Class 12 (April 16) – Response by the United Nations**

Readings: TBA

- **Class 13 (April 23) – Student Short Final Presentations**

	<i>Speakers (look below for projects)</i>				
Class Num.	Date	Topic	Speaker 1	Speaker 2	TA
1	January 15, 2013	Intro to Disasters & Tracking Natural Calamity - Sandy	Prof. Weigelt	NWA Gary Szatkowski	Anya
2	January 22, 2013	Preparing for Disasters	NJ OEM Mary Goepfert	Project Time	Anya
	January 29, 2013	FIRST YEAR INTERVIEW PERIOD (NO CLASS)			
3	February 5, 2013	Preparing for Disasters	FEMA John McGowan	Red Cross Leo Pratte	Anya
4	February 12, 2013	Disaster Response	Nechama Bill Driscoll	All Hands Katherine Clements	Anya
5	February 19, 2013	Recovery/Mitigation	Mayor Langford (Atlantic City)		Anya
6	February 26, 2013	Student Midpoint Presentations			ALL
	March 5, 2013	SPRING BREAK (NO CLASS)			
7	March 12, 2013	Social Media/Haiti/Google	World Bank-Sonam Velani	Sara Estes (Blogger and Consultant, Social Media and Emergency Response, Washington, DC)	Kavitha
8	March 19, 2013	Sandy Response	Chief Pfiefer (FDNY)		Kavitha
9	March 26, 2013	The Cost of Disasters Fundraising/Public private partnership	Simon Kennedy (McKinsey) or MTA	World Bank or Mari Kuraishi (GlobalGiving)	Kavitha
10	April 2, 2013	Chile Earthquake Risk and Crisis Leadership	Howard Kunreuther	Michael Useem	Anya
11	April 9, 2013	Public Health Response	Dr. Erwann Michael-Kerjan or Doctors Without Borders (Tommy Fu)	Laura Boudreau (World Bank)	Kavitha
12	April 16, 2013	UN Disaster Response	Michael Lim (MBA student)	Marta Ruedas (UN)	Kavitha

13	April 23, 2013	STUDENT PROJECT PRESENTATIONS (10-15mins to the class)			ALL
PROJECTS					
No.	Organization	Nature of Project			TA
1	Red Cross	Helping with our endowment campaign for Red Cross House. This year marks the 10th anniversary of Red Cross House. (Dave)			Anya
2	Red Cross	Urban disaster preparedness plan targeted at residential high rise buildings. (Leo has more info.)			Anya
3	NJ OEM	Best practices of private nonprofits affected by Sandy (Mary)			Anya
4	NECHA MA	Partnership Strategic Plan (Bill)			Anya
5	All Hands	Create a business model for the Recovery Coordination Center (Katherine)			Anya
6	FDNY	Strategic After Action Report to Hurricane Sandy (Chief Pfiefer)			Kavitha
	FEMA	possible project (Dan)			Anya
	World Bank	possible project (Sonam)			Kavitha