Institute of International Management/ Department of Transportation, Communication and Management Science

RA53800 R554600 Risk Management (風險管理)(lecture in English)(英語授課)

Fall 2012 (101 學年度第 1 學期)

1. The Institute of International Management is dedicated to providing a quality teaching and research environment to provide students with a broad, integrated knowledge of management in preparation for successful careers in business, government or academia.

2. This mission of the Master’s program at the Department of Transportation, Communication and Management Science is to incubate innovative professionals with global mind in ubiquitous services.

General Program Learning Goals (goals covered by this course are indicated):

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<td>V 1</td>
<td>Students should be able to communicate effectively verbally and in writing.</td>
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<td>Students should solve strategic problems with a creative and innovative approach.</td>
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<td>Students should demonstrate leadership skills and ethics demanded of a person in authority.</td>
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<td>Students should possess the necessary skills and values demanded of a true professional.</td>
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Instructor: Dr. Kevin P. Hwang
Office Hours: F 2:10pm – 5:00pm
Email: hwangis@mail.ncku.edu.tw
Tel: 06-2757575 ext. 53228 or 53234

Prerequisite:
At least one methodology course (either quality or quantitative research method)

Key discussion topics of this semester (2012 Fall):

1. Risk of strategic alliance between Sharp and Foxconn Technology Group (Honhai)
2. European debt crisis and its influence
3. The disaster of financial tsunami and different solutions adopted
4. Greece debt crisis, its social impact and argument
5. Iceland bankruptcy and its affect
6. Challenge and opportunity of business (industry) facing global warming and carbon tax
7. Strong wind, flooding, mudslide and avoidance of the associated disasters: experience of worldwide countries

Course Description:
Introduction of risk management including risk identification, analysis, evaluation and treatment to enable organizations to deal with possible failure of a system and to minimize
losses and maximize gains under uncertain environments. This is a Strategic Management course.

**Course Objectives:**
Risk Management will teach students fundamental knowledge of risk and its components including the measurement of likelihood and consequences. Those basics such as operational, financial, managerial, and institutional risks will be discussed. More advanced topic such as service satisfaction will also be discussed. Both natural disasters and man-made disasters are also included in the class spectrum.

**Content Summary:**
1. Introduction and risk context. (Chap. 1)
2. Risk perception and identification. (Chap 2)
3. Risk analysis. (Chap 3)
4. Qualitative risk evaluation. (Chap. 4)
5. Case teaching: Southern Thailand Insurgency (Case to be distributed a week before class)
   Midterm (Essay)
6. Quantitative risk evaluation (Chap. 5)
7. Case teaching: Risk Perception, Destination Image, and Cultural Distance Affecting Tourists’ Intention to Visit Bangkok
8. Decision execution and relevant support (Chap. 6)
9. Risk treatment. (Chap 7)
10. Risk management effectiveness evaluation. (Chap 8)
11. Disaster management (Chap. 9)

**Instruction Materials:**
1. The Essential of Risk Management, Michel Crouhy, Dan Galai, Robert Mark
2. The Fundamentals of Risk Measurement, Christopher Marrison

**Grading Policy:**
Midterm and Final Exams 20%
Homework Assignments/ Case study 30 %
Essay/ Participation 15%
Group Project including Final Report & Oral Presentation 35%
Special requirement for Ph.D. students: Prepare a final report which is journal paper submission ready

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Class Meeting Schedule: Every Friday from 1:10pm to 4:00pm

Teaching Methods: Traditional teaching, group discussion, lecture notes, case teaching