

PROGRAM	Master of Business Administration
SEMESTER	4
COURSE TITLE	INTERNATIONAL RISK COMMUNICATION
COURSE CODE	04MB0416
COURSE CREDITS	3
COURSE DURATION	42 Hours (42 sessions of 60 minutes each)

COURSE OUTCOMES:

- ❖ Relate the academic part of risk communication in their respective professional carriers.
- ❖ Understand the relationship between the terms reducing the risk and relative risk.
- ❖ Analysis how consumers react to risk and during the pre and post stage of the risk crisis.
- ❖ Plan and communicate the risk in a very systematic and efficient manner and will be in position to analyse the audience response during the crisis.
- ❖ Develop and write risk and crisis communication plans.

Course Contents:

Unit No	Unit / Sub Unit	Sessions
I	DECISION TO INTERNATIONALISE Risk Communication process, audiences, Situations and Process, Mental Models Approach, Crisis Communication approach, hazard Plus Outrage Approach, Mental Noise Approach, Laws in India that mandate risk communication basic acts and introduction only, constraints to effective risk communication, Principles of risk communication.	08
II	PLANNING THE RISK COMMUNICATION EFFORTS Research, Determine purpose and objectives, analyse your audience, Develop your message, Determine the appropriate methods, set a schedule, develop a communication plan.	08
III	RISK COMMUNICATION INTO ACTION Information materials, Visual representation of risks, Face to Face Communication, Working with the news media. Stakeholder Participation, Technology-assisted Communication and social media.	08
IV	EVALUATING RISK COMMUNICATION EFFORTS. Why Evaluate Risk Communication Efforts, Emergency risk communication. International risk communication, Look for “Your” Risk in Other Countries, Plan for Cross-Country Communication, Checklist for International Risk Communication	08
V	PUBLIC HEALTH CAMPAIGNS Understand the goals, use research to design Campaigns, use multiple methods to reach people, using other media. Case study	10

Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

		Weightage
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
T-1	Regina E. Lundgren Andrea H. McMakin	RISK COMMUNICATION A Handbook for Communicating Environmental, Safety, and Health Risks	Wiley-IEEE Press.	5 nd Edition.
T-2	Timothy L. Sellnow • Robert R. Ulmer • Matthew W. Seeger • Robert S. Littlefield	Effective Risk Communication A Message-Centered Approach	Springer publication	1 rd Edition
T-3	Hyunyi Cho, Torsten Reimer, Katherine A. McComas	The SAGE Handbook of Risk Communication	SAGE Publications	1 th Edition
T-4	Jonathan Crichton Christopher N. Candlin Arthur S. Firkins	Communicating Risk	Palgrave Macmillan UK	1 th Edition

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition
R-01	Philip Linsley Philip Shrives Monika Wieczorek-Kosmala	Multiple Perspectives in Risk and Risk Management	Springer International Publishing	1 rd Edition
R-02	Josephine Adekola	Power and Risk in Policymaking	Palgrave Pivot Springer International	1 st Edition
R-03	• Pamela (Ferrante) Walaski	Risk and Crisis Communications: Methods and Messages	Wiley Publications	1 st Edition
R-04	Rob Weinhold, Kevin Cowherd	The Art of Crisis Leadership: Save Time, Money, Customers and Ultimately, Your Career	Apprentice House	1 st Edition
R-05	Michael J. Fagel, Jennifer Hesterman.	Soft Targets and Crisis Management: What Emergency Planners and Security Professionals Need to Know	Routledge Publication	1 st Edition

Research Papers:-

- The below mention research papers students are advised to read during the academic duration for having clear understanding.

1. Boroush, M. (1998). Understanding risk analysis: A short guide for health, safety, and environmental policy making (internet ed.). Washington, DC: American Chemical Society.
2. Graham, J. D., & Rhomberg, L. (1996). How risks are identified and assessed. *The Annals of the American Academy*, 545, 15-24.
3. Milroy, S. J. (2001). Lesson 7: Big numbers mean big lies. In *Junk science judo: Self-defense against health scares and scams* (pp. 115-118). Washington, DC: Cato Institute.
4. Ropeik, D., & Gray, G. (2002). Tobacco. In *Risk! A practical guide for deciding what's really safe and what's really dangerous in the world around you* (pp. 139-148). New York: Houghton Mifflin.
5. Sjöberg, L. Factors in risk perception. (2000). *Risk Analysis*, 20, 1-11.
- Sjöberg, L., & Wåhlberg, A. A. (2002). Risk perception and new age beliefs. *Risk Analysis*, 22, 751-764.
6. Sandman, P. M. (1993). Risk = Hazard + Outrage. In *Responding to community outrage: Strategies for effective risk communication* (pp. 1-10). Fairfax, VA: American Industrial Hygiene Association.
7. Sandman, P. M. (1993). Components of Outrage. In *Responding to community outrage: Strategies for effective risk communication* (pp. 11-57). Fairfax, VA: American Industrial Hygiene Association.
8. Leiss, W. (1996). Three phases in the evolution of risk communication practice. *The Annals of the American Academy*, 545, 85-94.
9. Lundgren & McMakin – Chapters 2 “Approaches to Risk Communication” and 4 “Constraints for Risk Communication”
10. Lundgren & McMakin – Part two “Planning the Risk Communication Effort” & Part three “Putting Risk Communication into Action”
11. Fearn-Banks, K. (2002). The crisis communications plan. In *Crisis communications: A casebook approach* (2nd ed.) (pp. 22-40). Mahwah, NJ: Lawrence Erlbaum Associates.
12. Fiorino, D. J. (1990). Citizen participation and environmental risk: A survey of institutional mechanisms. *Science, Technology, and Human Values*, 15, 226-243.
13. Arvai, J. L. (2003). Using risk communication to disclose the outcome of a participatory decision-making process: Effects on the perceived acceptability of risk-polity decisions. *Risk Analysis*, 23, 281-289.
14. McComas, K. A. (2003). Citizen satisfaction with public meetings used for risk communication. *Journal for Applied Communication Research*, 31, 164-184.
15. Lundgren & McMakin –6 “Principles of Risk Communication”
16. Chess, C. (2001). Organizational theory and the stages of risk communication. *Risk Analysis*, 21, 188-179.
17. Neuwirth, K., Dunwoody, S., & Griffin, R. J. (2000). Protection motivation and risk communication. *Risk Analysis*, 20, 188-179.
18. Scherer, C., & Cho, H. (2003). A social network contagion theory of risk perception. *Risk Analysis*, 23, 261-267.