FIRST ASSIGNMENT: Session 1: Introduction (Friday)
To develop successful crisis management strategies, managers need to be able to evaluate the crisis potential of their business. A key component of successfully predicting whether a business decision may have adverse consequences is to understand the motivations of stakeholders and their capacity for action. I will also give a brief overview of the class content and will discuss organizational and logistic issues.

Case: CR-1 Buffalo Savings Bank (A)

Assignment
Assume the role of managers in Buffalo Savings Bank (A) (BIE, 58-59). Analyze BSB’s situation, adopt a policy with respect to calling the loans, and develop a strategy for achieving your objective. It is convenient to think of policies as being represented as a point along the following spectrum:

No Call................Call but compromise..........Call, period

An example of a compromise might be to offer borrowers an opportunity to refinance below the market rate.

Be prepared to give a short presentation of your findings. You do not need to prepare any written materials or Power Point presentations.

1. TEXT -- REQUIRED or RECOMMENDED?: Course Packet

Number of hand outs to be added: 200
Do you class have a Mandatory First Class? Yes