

Academic Year: (2023 / 2024)

Review date: 13-02-2023

Department assigned to the subject: Social Sciences Department

Coordinating teacher: VIÑAS CHIAPPINI, VERONICA ESTHER

Type: Electives ECTS Credits : 6.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Public Management I

OBJECTIVES

After taking this course the student will be able:

1. To know strategic public management theory and practice in depth
2. To develop skills to apply strategic instruments to public policies and programs management

DESCRIPTION OF CONTENTS: PROGRAMME

1. Strategic public management: principles and essential concepts. Public policies and strategies. Value creation in public organizations.
2. Approaches and schools on strategic public management
3. Design of strategic plans. Prospective analysis and prioritization. Negotiation skills for strategic planning. Defining missions, strategies and objectives in connection to public policy. Strategy maps in public policies and managing programmes.
4. Strategic planning: implementation, monitoring and evaluation. Defining specific objectives, performance measures and tasks. Partnerships and resource. Budget and calendar. Operational plans and projects. Management controls and evaluation systems.

LEARNING ACTIVITIES AND METHODOLOGY

- Lectures and case studies in class
- Simulation exercises on public strategic management (group)
- Book review on public strategic management
- Presentations, where appropriate, by student teams
- Report on case study about public strategic management

ASSESSMENT SYSTEM

- Compulsory final exam: 60%; in which a 40% must be obtained to calculate the weighted average and pass the course.
- Continuous assessment activities: 40%

The exam for the extraordinary assessment will be similar as the exam for the ordinary assessment. In this case, as indicated in the University regulations, the teacher will give the student the highest mark between: (1) weighted average between the exam and the continuous assessment, and (2) 100% of the exam mark.

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

BASIC BIBLIOGRAPHY

- ARELLANO, D. Gestión estratégica para el sector público. Del pensamiento estratégico al cambio organizacional, México, Fondo de Cultura Económica, 2004
- MOORE, M.H. Creating Public Value: Strategic Management in Government, Harvard University Press, 1997

ADDITIONAL BIBLIOGRAPHY

- BRYSON, J Strategic Planning for public and non profit organizations, San Francisco, Jossey-Bass, 1995
- JOYCE, P. Strategic Management for the public services, Buckingham, Open University Press, 1999