

2019.FS

<b>Module Name: Public Management</b>	
Module Code	w.BA.XX.2PM.XX
Module Description	Students are able to analyze problems in the public sector (administrations, NPO's) and to develop, evaluate, and present solutions which take account of interdisciplinary dependencies (business administration, economics, law, political science).
Program and Specialization	Business Administration - Economics and Politics
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009
Module Category	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> Main Study Period
ECTS	6
Organizational Unit	W Inst. für Verwaltungsmanagement Ltg.
Module Coordinator	Alexander Mertes (mert)
Deputy Module Coordinator	Muriel Bärtschi (baem)
Prerequisite Knowledge	<ul style="list-style-type: none"> <li>• w.BA.XX.2PoWi.XX</li> <li>• w.BA.XX.2ORER.XX</li> <li>• w.BA.XX.2Mikro.XX</li> <li>• w.BA.XX.2Strat.XX</li> </ul>
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § describe the background history and development of the public sector. § explain the characteristics of administrations/NPOs as well as the challenges arising on account of new public management. § analyze political and organizational steering in general and apply it to specific examples. § develop solutions to business problems while taking account of the special conditions affecting the public sector/NGOs (e.g., principle of legality, principle of equality) and characteristics (e.g., basics of financing). § analyze and, if necessary, adapt and critically assess business processes, models, and methods of strategic management in terms of their applicability in administrations/NPOs while taking account of the special conditions and characteristics affecting these organizations. § analyze and evaluate various forms of performance management in the context of market conditions. § present the knowledge they have acquired. § voice their own opinions. § contribute successfully to teamwork exercises.

	§ use e-learning content to acquire knowledge and transfer the techniques learned to other specialist fields.		
Module Content	§ Background and developments in the public sector § New public management as an administrative reform § Political and organizational steering of administrations/NPOs § Current challenges of administrations § Digital transformation/e-government § Leadership		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Exercises § Literature Review § Presentation § Group project	<b>Social Settings Used:</b> § Individual Work § Group Work	
Digital Resources	§ Practice and Application Exercises (with Key) § Multiple Choice Tests		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	28 h	30 h	
Small Class	28 h	30 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>56 h</b>	<b>60 h</b>	<b>64 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written exam	Closed book	60	100,00%
<b>Permitted Resources</b>	No calculator	With dictionary	
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
Classroom Attendance Requirement	Attendance of lectures/exercises is not compulsory. A 100% attendance at presentations by external speakers, visits to organizations, and student presentations is required for the admission to the final module exam. The module coordinator must be notified of planned absences two weeks in advance. In the case of an authorized absence or an illness (with a doctor's certificate), an additional performance requirement (at the discretion of the supervisor) must be submitted (pass/fail). Provided the additional performance requirement is passed, the student is admitted to the end-of-module exam and the module can be completed. Unauthorized absences or failure to perform at the required level will result in exclusion from the final module exam.		
Language of Instruction/Examination	German		
Compulsory Reading	§ Schedler, K. & Proeller, I. (2011). New Public Management. 5th edition. Bern/Stuttgart/Wien: Haupt Verlag. ISBN 978-3-8252-3638-0.		
Recommended Reading	§ Thom, N. & Ritz, A. (2016). Public Management. 5th edition. Wiesbaden: Gabler. ISBN 978-3-658-16212-2. § Ladner, A. & et al (2013). Handbuch der öffentlichen Verwaltung in der Schweiz. 1st edition. Zürich: Verlag Neue Zürcher Zeitung. ISBN 978-3-03823-788-4.		
Comments	-		