

SYLLABUS TO THE SUBJECT/SYLABUS DO PRZEDMIOTU

Item Name/Nazwa przedmiotu	Public Management
Direction/Kierunek	Management
Form of study/Forma studiów	Stationary
Level of education/Poziom kształcenia	Second degree
Year/Rok	2
Semester/Semestr	3
Guide unit/Jednostka prowadząca	Department of Applied Sociology and Human Resources Management
Drafter/Osoba sporządzająca	Dr Tomasz Odzimek
Profile/Profil	General academic
Number of ECTS credits/Liczba punktów ECTS	2

TYPE OF CLASSES - NUMBER OF HOURS PER SEMESTER/RODZAJ ZAJĘĆ – LICZBA GODZIN W SEMESTRZE

<u>Lecture/Wykład</u>	<u>Exercise/Ćwiczenia</u>	<u>Laboratory/Laboratorium</u>	<u>Project/Projekt</u>	<u>Seminar/Seminarium</u>
15E			15	

COURSE DESCRIPTION/OPIS PRZEDMIOTU

PURPOSE OF THE COURSE/CEL PRZEDMIOTU

- C1.** Obtainment of knowledge base in the scope of public management.
- C2.** Obtainment of skill of easier orientation in the detailed matters concerning realization of public tasks.
- C3.** Obtainment of chosen practical skills in the theme range of the subject.

PREREQUISITES FOR KNOWLEDGE, SKILLS AND OTHER COMPETENCIES/WYMAGANIA WSTĘPNE W ZAKRESIE WIEDZY, UMIEJĘTNOŚCI I INNYCH KOMPETENCJI

Knowledge of management fundamentals.

Skill of working out presentation in power point.

Basic knowledge on structural funds of the European Union.

Essential knowledge on public finance.

LEARNING OUTCOMES/EFEKTY UCZENIA SIĘ

EU 1 – Student is able to describe differences and similarities between public management and management of private enterprise.

EU 2 – Student knows nad describes the essentials of strategic planning of public organizations and is able, on the fundamental level, to assess validity of the elements of development strategy of a given commune/city.

EU 3 Student recognizes and describes significance and knows the instruments of economic development of communes/cities and is able to analyze validity of the implementation of economic development instruments in the specific commune/city.

EU 4 – Student knows and describes in a very detailed manner chosen aspects concerning public tasks.

CURRICULUM CONTENT/TREŚCI PROGRAMOWE

Form of classes/Forma zajęć –LECTURE/ WYKŁAD	Number of hours/Ilość godzin
L 1- Introduction to the subject, essentials of management, public task, private and public management	1
L 2- Evolution of public administration, public administration in Poland. Similarity to private managent- new public management.	1
L 3- Digital Era Governance, leadership in public organization	1
L 4- City management as example of public management	1
L 5- Strategic planning in public management, social participation in public management	1
L 6- Territorial marketing	1

L 7-Public finances, EU regional policy	1
L 8- Management of human resources in public organizations	1
L 9- City office management, social welfare	1
L 10- Public services management, support for culture and education	1
L 11- Economic activity zones, Science and Technology Parks, Tourism	1
L 12- Waste management, health care	1
L 13- Public transport in city, green in city	
L 14- Smart city	1
L 15- Summary. Final test.	1
Form of classes/Forma zajęć –PROJECT/ PROJEKT	Number of hours/Ilość godzin
P1- Introduction	1
P2- power point presentations prepared and conducted by students concerning strategic planning in public organizations	1
P3- power point presentations prepared and conducted by students concerning territorial marketing	1
P4- power point presentations prepared and conducted by students concerning support for economic development	1
P5 - power point presentations prepared and conducted by students concerning digital governance	1
P6- power point presentations prepared and conducted by students, concerning social participation in public management	1
P7- power point presentations prepared and conducted by students concerning health care as public task	1
P8- power point presentations prepared and conducted by students concerning the use of EU funds	1
L9- power point presentations prepared and conducted by students, concerning support for culture	1
L10- power point presentations prepared and conducted by students, concerning public education	1

L11- power point presentations prepared and conducted by students concerning social welfare	1
L12- power point presentations prepared and conducted by students concerning public transport and green in city	1
L13- power point presentations prepared and conducted by students concerning smart city	1
L14- power point presentations prepared and conducted by students concerning public support for economic development (economic zones)	1
L15- Summary. The assessment of the presentations worked out by student	1

DIDACTIC TOOLS/NARZĘDZIA DYDAKTYCZNE

1. Student book and other publications
2. PC, projection system
3. Power Point presentations

METHODS OF ASSESSMENT (F- FORMATIVE, P - SUMMATIVE)/SPOSOBY OCENY (F – FORMUJĄCA, P – PODSUMOWUJĄCA)

F1. Participation in the discussion (activity during classes)

P1. Preparation of a presentation, report or paper

P2. Test

P3. Exam

STUDENT WORKLOAD/OBCIĄŻENIE PRACĄ STUDENTA

Form of activity/Forma aktywności	Average hours to complete an activity/Średnia liczba godzin na zrealizowanie aktywności	
	[h]	ECTS

Contact hours with the teacher (lecture, exercise)/Godziny kontaktowe kontaktowe z nauczycielem (wykłady, ćwiczenia)	30	1,2
Preparing for the exercise/Przygotowanie do ćwiczeń	6	0,24
Preparing to the exam/ Przygotowanie do egzaminu	6	0,24
Reading the indicated literature/Zapoznanie się ze wskazaną literaturą	4	0,16
Participation in the exam/Udział w egzaminie	2	0,08
Consultations/Konsultacje	2	0,08
TOTAL NUMBER OF ECTS POINTS FOR ITEM/SUMARYCZNA LICZBA PUNKTÓW ECTS DLA PRZEDMIOTU	50	2

BASIC AND SUPPLEMENTARY LITERATURE/LITERATURA PODSTAWOWA I UZUPEŁNIAJĄCA

Basic Literature/Literatura podstawowa:

1. N. Flynn, A. Asquer. *Public Sector Management*, SAGE Publications, 2017.
2. M. Barzelay *Public Management as a Design-Oriented Professional Discipline* Cheltenham, Northampton 2019.
3. M. Kavaratzis, G. Warnaby, G.J. Ashworth (ed.) *Rethinking Place Branding – Comprehensive Brand Development for Cities and Regions* Springer 2015.

Supplementary literature:

- 1.K. Głębocki, *Public - Municipal - Smart City Leadership*, in: Społeczne, psychologiczne i prawne uwarunkowania zarządzania współczesną organizacją. Wybrane zagadnienia. Cz.2 (red.) A. Bazan-Bulanda, A. Kwiatek, M. Skiba, Wydawnictwo PCz, 2021
2. T. Odzimek, *Quality of Management of Cooperation of Science-Business-Administration in Polish Academic Cities*, Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu, 2019

INSTRUCTOR OF THE COURSE (NAME, SURNAME, E-MAIL

ADDRESS)/PROWADZĄCY ZAJĘCIA (IMIĘ, NAZWISKO, ADRES E-MAIL)

1. Dr Tomasz Odzimek, tomasz.odzimek@pcz.pl

2. Dr hab. Konrad Głębocki Prof. PCz, konrad.glebocki@pcz.pl

**MATRIX OF THE IMPLEMENTATION OF LEARNING OUTCOMES/MACIERZ
REALIZACJI EFEKTÓW UCZENIA SIĘ**

Learning Outcome/ Efekt uczenia się	Reference an effect to program-wide defined effects/ Odniesienie danego efektu do efektów zdefiniowanych dla całego programu	Course objectives/ Cele przedmiotu	Curriculum content/Trześći programowe	Teaching tools/Narzędzia dydaktyczne	Method of evaluation/Sposób oceny
EU 1	K_W01, K_W10 K_U01, K_U06, K_K04	O1.O2.O3	L1-L3 P1-P15	1,2,3	F1, P 1,2,3
EU 2	K_W07, K_W10 K_U01, K_U06, K_K04	O1.O2.O3	L4-L8 P1-P15	1,2,3	F1, P 1,2,3
EU 3	K_W07, K_W10 K_U01, K_U06, K_K04	O1.O2.O3	L6-L15 P1-P15	1,2,3	F1, P 1,2,3
EU 4	K_W07, K_W09, K_W10, K_U01, K_U06,	O1.O2.O3	L6-L15 P1-P15	1,2,3	F1, P 1,2,3

	K_U07, K_K04				
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FORM OF ASSESSMENT - DETAILS/FORMY OCENY – SZCZEGÓŁY

	Per grade 2/ Na ocenę 2	Per grade 3/ Na ocenę 3	Per grade 4/ Na ocenę 4	Per grade 5/ Na ocenę 5
Effect 1/ Efekt 1	Student is not able to describe any differences or similarities between public management and private	Student is able to describe only some differences or similarities between public management	Student is able to describe most differences or similarities between public management and private enterprise	Student is able to describe all most important differences and similarities between public management and private enterprise management.
Effect 2/ Efekt 2	Student does not know the essentials of strategic planning of public organizations and is not able, on the fundamental level, to assess validity of the elements of	Student knows the essentials of strategic planning of public organizations and but is not able on the fundamental level, to assess validity of the elements of development	Student knows the most essentials of strategic planning of public organizations and is able on the fundamental level, to assess validity of the elements of development strategy of a given commune.	Student knows all essentials of strategic planning of public organizations and is able on the fundamental level, to assess validity of the elements of development strategy of a given commune.

Effect 3/ Efekt 3	Student does not recognize and describe significance and knows the instruments of economic development of communes/cities and is not able to analyze	Student recognizes and describes some significance and knows some the instruments of economic development of communes/cities and is able to analyze validity	Student recognizes and describes most significance and knows the most instruments of economic development of communes/cities and is able to analyze validity	Student recognizes and describes all significance and knows all instruments of economic development of communes/cities and is able to analyze validity
Effect 4/ Efekt 4	Student does not know and describe in a very detailed manner chosen aspects concerning	Student knows and describes in a very detailed manner some chosen aspects concerning public tasks	Student knows and describes in a very detailed manner most chosen aspects concerning public tasks	Student knows and describes in a very detailed manner all chosen aspects concerning public tasks.

*A 3.5 half grade is awarded in the case of full credit for the learning outcomes with a 3.0 grade, but the student has not fully absorbed the learning for a 4.0 grade. A half-grade of 4.5 is awarded in the case of full credit for the learning outcomes with a 4.0 grade, but the student has not fully assimilated the learning outcomes for a grade of 5.0./ *Ocena półwkowa 3.5 jest wystawiana w przypadku pełnego zaliczenia efektów uczenia się na ocenę 3.0, ale student nie przyswoił w pełni uczenia się na ocenę 4.0. Ocena półwkowa 4.5 jest wystawiana w przypadku pełnego zaliczenia efektów uczenia się na ocenę 4.0, ale student nie przyswoił w pełni efektów uczenia się na ocenę 5.0.

OTHER USEFUL INFORMAION ABOUT THE ITEM/INNE PRZYDATNE INFORMACJE O PRZEDMIOCIE

Information where you can read presentations for classes, etc. - Information is provided during the first class and sent electronically to the addresses of individual dean's groups./ Informacje, gdzie można zapoznać się z prezentacjami na zajęcia itp. - Informacje udzielane są podczas pierwszych zajęć i przesyłane drogą elektroniczną na adresy poszczególnych grup dziekańskich

Information on the place of classes - Information can be found on the website of the Faculty of Management and in the USOS system./ Informacja o miejscu zajęć –

Informacje znajdują się na stronie internetowej Wydziału Zarządzania oraz w systemie USOS.

Information on the date of classes (day of the week/time) - Information can be found on the website of the Faculty of Management and in the USOS system./ Informacja o terminie zajęć (dzień tygodnia/godzina) – Informacje znajdują się na stronie internetowej Wydziału Zarządzania oraz w systemie USOS

Information about consultations (hours + place) - Information is given during the first classes, it is also available on the website of the Faculty of Management./ Informacje na temat godzin i miejsca konsultacji znajdują się na stronie internetowej Wydziału Zarządzania oraz podawane są na pierwszych zajęciach ze studentami.