

COURSE GUIDE

<u>Course title</u>	Public Management
<u>Specialization</u>	Management
<u>Form of study</u>	Full-time studies
<u>Qualification level</u>	Second-degree studies
<u>Year</u>	2
<u>Semester</u>	4
<u>Unit running the program</u>	Department of Sociology Psychology and Communication in Management
<u>Author</u>	Assoc. Prof. Konrad Głębocki
<u>Profile</u>	General academic
<u>Number of ECTS credits</u>	6

COURSE TYPE – NUMBER OF SEMESTER HOURS

LECTURE	CLASSES	LABORATORY	PROJECT	SEMINAR
30E	30	-	-	-

COURSE DESCRIPTION

COURSE OBJECTIVE

- O1. Obtainment of knowledge base in the scope of public management.
- O2. Obtainment of skill of easier orientation in the detailed matters concerning realization of Public tasks.
- O3. Obtainment of chosen practical skills in the theme range of the subject.

INITIAL REQUIREMENT FOR THE KNOWLEDGE, ABILITIES AND OTHER COMPETENCES

- 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.

THE EFFECTS OF LEARNING

- EU 1 – Student is able to describe differences and similarities between public management and management of private enterprise.
- EU 2 – Student knows 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.
- EU 3 Student recognizes 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.
- EU 4 – Student knows in a very detailed manner chosen aspects concerning public tasks.

COURSE CONTENT

Form of teaching – LECTURE 30 hours	Number of hours
L 1- Introduction to the subject, essentials of management, public task, private and public management.	2
L 2- Evolution of public administration, public administration in Poland	2
L 3- Digital Era Governance, leadership in public organization	2
L 4- City management as example of public management	2
L 5- Strategic planning in public management, social participation in public management	2
L 6- Territorial marketing	2
L 7- Public finances, EU regional policy	2

L 8 – Management of human resources in public organizations	2
L 9- City office management, social welfare	2
L10 – Public services management, support for culture and education	2
L11 – Economic activity zones, Science and Technology Parks, Tourism	2
L12 – waste management, health care	2
L13 – Public transport in city, green in city	2
L14 – Smart City	2
L15 – Summary	2
Form of teaching – CLASSES 30 hours	Number of hours
C 1- Introduction	2
C 2- power point presentations prepared and conducted by students concerning strategic planning in public organizations	4
C 3-power point presentations prepared and conducted by students concerning territorial marketing	2
C 4-power point presentations prepared and conducted by students concerning support for economic development	2
C 5-power point presentations prepared and conducted by students concerning digital governance	2
C 6- power point presentations prepared and conducted by students, concerning social participation in public management	2
C 7-power point presentations prepared and conducted by students concerning health care as public task	2
C8-power point presentations prepared and conducted by students concerning the use of EU funds	2
C9-power point presentations prepared and conducted by students, concerning support for culture	2
C10-power point presentations prepared and conducted by students, concerning public education	2
C11power point presentations prepared and conducted by students concerning social welfare	2
C12power point presentations prepared and conducted by students concerning public transport and green in city	2
C13power point presentations prepared and conducted by students concerning smart city	2
C14 summary – notes	2

TEACHING TOOLS

Student book and other publications

PC, projection system

Power Point presentations

WAYS OF ASSESSMENT (F – FORMING, P – SUMMARY)

F1. The assessment of Power Point Presentation worked out by student in the accepted theme

F2 The assessment of the way of presenting the presentation worked out by student

F3. Assessment of activity of student – participation in discussions

P1. Final note on the basis of partial notes

P2. Oral examination

STUDENT WORKLOAD

Form of activity	The average number of hours spent of realized activities
Contact hours with tutor	60
Preparation for seminars and lectures	32
Tasks before the examination	20
Preparation for the examination	15
Present on the consultation	20
Present on the exam	3
Total	150
TOTAL NUMBER OF ECTS POINTS FOR SUBJECT	6

BASIC AND SUPPLEMENTARY LITERATURE

Basic literature

1. K. Głębocki *Nowoczesne Rozwiązania i trendy w zarządzaniu miastem* Wydawnictwo Politechniki Częstochowskiej, Częstochowa 2020.
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

2. Chosen by students articles from different journals

TEACHERS (NAME, SURNAME, ADRES E-MAIL)

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MATRIX OF REALIZATION OF LEARNING EFFECTS

The learning effect	Reference to the effects of the defined effects for the entire program (PEK)	Course aims	Course content	Teaching tools	Evaluation method
EU 1	KW_01, KW_03 K_U1, K_U3, K_K01	C1, C2	L1-L30 C1-C30	1,2,3	F1-F3, P1-P2
EU 2	K_W01, K_W04, K_W10, K_U1, K_U3, K_U4, K_K01, K_K04, K_K05	C1, C2, C3	L1-L30 C1-C30	1,2,3	F1-F3, P1-P2
EU 3	K_W09, K_W10, K_U1, K_U3, K_U6, K_K01, K_K04, K_K05	C1, C2, C3, C4	L1-L30 C1-C30	1,2,3	F1-F3, P1-P2
EU 4	K_W09, K_W10, K_U4, K_U6, K_K01, K_K04	C2	L1-L30 C1-C30	1,2,3	F1-F3, P1-P2

EVALUATION FORM – DETAILS

	For a grade of 2	For a grade of 3	For a grade of 4	For a grade of 5
Effect 1	Student is not able to indicate any differences or similarities between public management and private enterprise management.	Student is able to indicate only some differences or similarities between public management and private enterprise management.	Student is able to indicate most differences and similarities between public management and private enterprise management.	Student is able to indicate all most important differences and similarities between public management and private enterprise management.
Effect 2	Student does not know the principals of strategic planning of public authorities.	Student knows methods of strategic planning of public authorities but is not able to indicate specific elements.	Student knows methods of strategic planning of public authorities and is able to indicate specific elements of this planning.	Student knows methods of strategic planning of public authorities and is able to indicate specific elements of this planning. Student is also able to assess any given development strategy of a local authority.
Effect 3	Student is not able to recognize the significance of economic development for commune/city.	Student is able to recognize the significance of economic development for commune/city but is not able to indicate instruments of this development.	Student is able to recognize the significance of economic development for commune/city and is able to indicate instruments of this development.	Student is able to recognize the significance of economic development for commune/city and is able to indicate instruments of this development and is also able to list the proper instruments for a given commune/city.
Effect 4	Student does not know in detail any issues concerning public tasks.	Student knows in detail issues concerning one public task.	Student knows in detail issues concerning two public tasks.	Student knows in detail issues concerning three or more public task.

OTHER USEFUL INFORMATION ABOUT THE SUBJECT

Information where one can get access to presentations, instructions – all necessary information is to be communicated to students during first seminar meeting and information is to be sent in electronic way.
 Information about the place of conducting the course – information is available on the internet site of the faculty

Information on the dates of seminars and lectures – internet site of the faculty.

Information on the consultation hours – internet site of the faculty.