

Public Management Bachelor Programme

Module	53 – Strategic Administration Management		
Semester	6 th semester (summer semester)		
Courses	Strategic Administration Management (L) DE		
Workload	4 SPW	5 credits	150 workload hours (45 attendance hours, 105 self study hours)
Admission prerequisites	–		
Module coordinator	Prof. Dr. Elmar Hinz		

1. Learning outcomes

Students will be able to use selected tools to formulate/devise/develop strategies. With the aid of management by objectives (MBO) systems, they will be able to implement the strategies adopted and report balanced views on the success of a strategy. They will also be familiar with and able to scrutinise current developments in the field of personnel management. Finally, students will be able to provide new ideas for the development of local government administration using different strategic perspectives and reflect on the ethics of possible courses of action.

2. Recommended prior knowledge and skills

Organisation and Human Resources Management I (module 01), Administrative Science (module 06), Management of Public Organisations (module 07).

3. Contents

- Generic and specific perspectives on strategic administration management
- Behaviour management in public services through governance codes
- Tools for analysing and developing strategies (including environmental and organisational analysis, SWOT analysis, stakeholder analysis, models, integrated task and financial planning)
- MBO systems for administration management and personnel management
- Performance management using the balanced scorecard (BSC) tool
- Topical issues in personnel management (including public service motivation, transformational leadership) and organisational change

4. Modes of teaching and learning, workload

Lecture with active feedback from students (45 hrs); preparation and revision of lectures (75 hrs); exam preparation (30 hrs).

5. Types of examination

Group work (part of course grade); written exam (120 minutes) (part of course grade)

6. Literature

MACHARZINA, Klaus; WOLF, Joachim: *Unternehmensführung*, 9. Auflage, Wiesbaden 2015; SCHEDLER, Kuno; SIEGEL, John Philipp: *Strategisches Management in Kommunen: Ein integrativer Ansatz mit Bezug auf Governance und Personalmanagement*, Düsseldorf 2004; THOM, Norbert; RITZ, Adrian: *Public Management*, 4. Auflage, Wiesbaden 2008; WIMMER, Norbert: *Dynamische Verwaltungslehre*, 3. Auflage Wien 2013.