

Course Unit	-	Field of study	-
	-	School	School of Technology and Management
Academic Year	2022/2023	Year of study	1
Type	Semestral	Semester	1
Workload (hours)	54	Contact hours	T - TP - PL - TC - S - E - OT - O -
		Level	ECTS credits 2.0
		Code	5069-791-1106-00-22

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Tania Sofia Vieira Maia

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
 1. Use models and tools for strategic diagnosis in Public Administration;
 2. Analyze and formulate the strategic planning of a public organization;
 3. Execute and monitor the strategic execution of a public organization.

Prerequisites

Before the course unit the learner is expected to be able to:
 Not applicable.

Course contents

1. Strategy and Planning in Public Administration:
 - 1.1 Concepts of strategic management and planning
 - 1.2 Limits to strategic management in Public Administration
2. Strategic Planning in Public Administration:
 - 2.1 Construction of a strategic plan
3. Strategic Diagnosis in Public Administration:
 - 3.1 Models and tools for strategic diagnosis
4. Strategic management in Public Administration:
 - 4.1 Strategic formulation
 - 4.2 Strategic planning implementation and monitoring

Course contents (extended version)

1. Strategy and Planning in Public Administration:
 - Concepts of strategic management and planning
 - Limits to strategic management in Public Administration
2. Strategic Planning in Public Administration:
 - Construction of a strategic plan
3. Strategic Diagnosis in Public Administration:
 - Models and tools for strategic diagnosis:
 - SWOT Analysis
 - PEST Analysis
 - Stakeholders Analysis
4. Strategic management in Public Administration:
 - Strategic formulation
 - Mission, vision and institutional values
 - Strategic objectives and projects
 - Strategic performance measures
 - Strategic Initiatives
 - Strategic risk identification
 - Strategic planning implementation and monitoring

Recommended reading

1. Caldeira, J. 2015. Guidelines para a Elaboracao de um Plano Estrategico - Boas Praticas no Setor Publico, Lisboa, Edicoes Almedina.
2. Christensen, T., P. Lagreid & I. M. Stigen. 2006. Performance Management and Public Sector Reform: The Norwegian Hospital Reform. International Public Management Journal 9 (2): 113-139.
3. Maia, T., P. M. Correia & C. S. Costa. 2022. Avaliação, Accountability, Transparência e Governo Aberto. Lex Humana 14 (1): 164-185.
4. Northcott, D. & T. M. Taulapapa. 2012. Using The Balanced Scorecard to Manage Performance in Public Sector Organizations: issues and challenges. Internt.Journal of Public Sec.Management 25(2):166-191.
5. United Nations. 2019. Strategic Planning: Guide for Managers.

Teaching and learning methods

Theoretical-practical exposition, with practical application exercises.

Assessment methods

1. Continuous assessment - (Regular, Student Worker) (Final, Supplementary, Special)
 - Practical Work - 100% (Group work of practical application of the course contents.)
2. Evaluation by final exam - (Regular, Student Worker) (Final, Supplementary)
 - Final Written Exam - 100%
3. Evaluation by final exam - (Regular, Student Worker) (Special)
 - Final Written Exam - 100%

Language of instruction

Portuguese

Electronic validation

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11-01-2023	17-03-2023	27-03-2023