

FB6886P: PUBLIC MANAGEMENT

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Public Management

Subject Code

FB - College of Business (FB)

Course Number

6886P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive Mode: 6 days

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

By connecting theory to real-world practice including those in China's reform and opening-up, this course will introduce the basic theories, forms of analysis, code of conducts and technical skills in public management through a series of lecture and case studies. Upon completion of this course, students will be equipped with the fundamental knowledge of public management, including the key concepts, processes, functions, resource allocation and technique. And they will be able to use the learnt theories and methods to conduct professional analysis and propose practical solutions for the management issues in public organizations.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Master the basic theory and analysis tools in public management.	40	x	x	
2	Improve the analysis and problem-solving skills.	15	x	x	
3	Discover and understand the commonality and characteristics of different management practices by sharing individual management experiences.	25	x	x	x
4	Improve the teamwork spirit and interpersonal skills among the students	10	x	x	
5	Understand the current practices of public management and public services in China.	10	x	x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Identify and interpret the related concepts and issues in public management.	1, 5	
2	Readings	Consolidate the understanding on lecture information by reading literatures/ articles that shared among students.	1, 2	

3	Individual Presentation	Discover and understand the commonality and characteristics of different management practices.	2, 3, 5	
4	Case Study and Experience Sharing/ Discussion	Apply knowledge learned from the lectures to analyse assigned topics, discuss and present original ideas and findings on the specific topics.	1, 2, 3, 4, 5	
5	Essay-writing	Conduct independent research and accomplish an individual essay on a real world issue in the area of public management.	2, 5	
6	Field-work	Understand the current practices of public management and public services in China by visiting the public organization(s).	1, 3, 5	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Class Participation	1, 2, 3, 4, 5	20	-	Yes
2	Individual Presentation	1, 2, 3, 5	15	-	Yes
3	Discussion and Literatures Sharing	1, 2, 3, 4, 5	5	-	Yes
4	Essay-writing	1, 2, 3, 5	60	-	Yes

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Class Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Engagement and individual contribution in the class. Test students' understanding of major concepts, models, and theories of public management, and their relationship with major management issues and solutions encountered in the real world.

Excellent

(A+, A, A-) Contribute frequently to the class discussions, promoting exchange of ideas from different perspectives.

Good

(B+, B, B-) Contribute regularly to the class discussions, promoting exchange of ideas from different perspectives.

Fair

(C+, C, C-) Contribute from time to time to the class discussions, promoting exchange of ideas from different perspectives.

Marginal

(D) Contribute occasionally to the class discussions, promoting exchange of ideas from different perspectives.

Failure

(F) Fail to contribute to the class discussions.

Assessment Task

Individual Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Evaluate students' ability to grasp the points of practical public management issues and express their own views on the rationality and outcome of these issues effectively and creatively.

Excellent

(A+, A, A-) Provides interesting, complex, and creative arguments, cases, and conclusions to relevant topics in class, as in Good but stating a point of view in own voice and with originality, thoroughly grounded in the arguments and generating new issues. Excellent presentation skills.

Good

(B+, B, B-) Provides well-rounded arguments, cases, and conclusions to relevant topics in class, good grasp of theory/ conceptual framework and what questions need to be asked. Arguments balanced, creative, well-structured and convincing, leading to a well-reasoned conclusion. Effective presentation skills.

Fair

(C+, C, C-) Provides some arguments, cases, and conclusions to relevant topics in class refers to related theory/ conceptual framework and the relevance to real-life situations.

Marginal

(D) Provides fragmented arguments, cases, and conclusions to relevant topics in class. Some points made but descriptive in nature, arguments unconvincing. Unsatisfactory presentation skills.

Failure

(F) Fail to participate in class

Assessment Task

Discussion and Literatures Sharing (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Evaluate students' ability to grasp the points of practical public management issues and express their own views on the rationality and outcome of these issues effectively and creatively.

Excellent

(A+, A, A-) Provides interesting, complex, and creative arguments, cases, and conclusions to relevant topics in class, as in Good but stating a point of view in own voice and with originality, thoroughly grounded in the arguments and generating new issues. Excellent presentation skills.

Good

(B+, B, B-) Provides well-rounded arguments, cases, and conclusions to relevant topics in class, good grasp of theory/ conceptual framework and what questions need to be asked. Arguments balanced, creative, well-structured and convincing, leading to a well-reasoned conclusion. Effective presentation skills.

Fair

(C+, C, C-) Provides some arguments, cases, and conclusions to relevant topics in class refers to related theory/ conceptual framework and the relevance to real-life situations.

Marginal

(D) Provides fragmented arguments, cases, and conclusions to relevant topics in class. Some points made but descriptive in nature, arguments unconvincing. Unsatisfactory presentation skills.

Failure

(F) Fail to participate in class

Assessment Task

Essay-writing (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Assess students' ability to demonstrate a sound knowledge of contemporary public management issues and solutions and how that knowledge can be applied to solve real-world management problems encountered in their work context effectively and creatively

Excellent

(A+, A, A-) As in Good but with a higher degree of originality and internalization to form a well-defined perspective on the issues. Strong evidence of reflection on own position based on a comprehensive understanding of theory/conceptual framework and the contemporary context. Generalizes principles, models or practices to generate new insights and questions. A soundly structured assignment with balanced and compelling conclusions thoroughly grounded in the arguments presented.

Good

(B+, B, B-) The arguments demonstrate a good appreciation of the issues, theory/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the assignment and of the ability to apply it. A well-structured, original assignment with conclusions properly grounded in the arguments and convincingly justified.

Fair

(C+, C, C-) The arguments are relevant, accurate but they fall short of a comprehensive understanding of the issues, theory/ conceptual framework and the contemporary context. Some evidence of learning from the assignment and of the ability to apply it. Fair justification of arguments and conclusions but little originality demonstrated. Assignment structure needs improvement.

Marginal

(D) The arguments are relevant and accurate but isolated, addressing the issues only in part and lacking both a strong grounding in theory/conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

Failure

(F) Little evidence of familiarity with the subject matter;

Assessment Task

Class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Engagement and individual contribution in the class. Test students' understanding of major concepts, models, and theories of public management, and their relationship with major management issues and solutions encountered in the real world.

Excellent

(A+, A, A-) Contribute frequently to the class discussions, promoting exchange of ideas from different perspectives.

Good

(B+, B) Contribute regularly to the class discussions, promoting exchange of ideas from different perspectives.

Marginal

(B-, C+, C) Contribute occasionally to the class discussions, promoting exchange of ideas from different perspectives.

Failure

(F) Fail to contribute to the class discussions.

Assessment Task

Individual Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Evaluate students' ability to grasp the points of practical public management issues and express their own views on the rationality and outcome of these issues effectively and creatively.

Excellent

(A+, A, A-) Provides interesting, complex, and creative arguments, cases, and conclusions to relevant topics in class, as in Good but stating a point of view in own voice and with originality, thoroughly grounded in the arguments and generating new issues. Excellent presentation skills.

Good

(B+, B) Provides well-rounded arguments, cases, and conclusions to relevant topics in class, good grasp of theory/ conceptual framework and what questions need to be asked. Arguments balanced, creative, well-structured and convincing, leading to a well-reasoned conclusion. Effective presentation skills.

Marginal

(B-, C+, C) Provides fragmented arguments, cases, and conclusions to relevant topics in class. Some points made but descriptive in nature, arguments unconvincing. Unsatisfactory presentation skills.

Failure

(F) Fail to participate in class

Assessment Task

Discussion and Literatures Sharing (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Provides interesting, complex, and creative arguments, cases, and conclusions to relevant topics in class, as in Good but stating a point of view in own voice and with originality, thoroughly grounded in the arguments and generating new issues. Excellent presentation skills.

Good

(B+, B) Provides well-rounded arguments, cases, and conclusions to relevant topics in class, good grasp of theory/ conceptual framework and what questions need to be asked. Arguments balanced, creative, well-structured and convincing, leading to a well-reasoned conclusion. Effective presentation skills.

Marginal

(B-, C+, C) Provides fragmented arguments, cases, and conclusions to relevant topics in class. Some points made but descriptive in nature, arguments unconvincing. Unsatisfactory presentation skills.

Failure

(F) Fail to participate in class

Assessment Task

Essay-writing (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Assess students' ability to demonstrate a sound knowledge of contemporary public management issues and solutions and how that knowledge can be applied to solve real-world management problems encountered in their work context effectively and creatively

Excellent

(A+, A, A-) As in Good but with a higher degree of originality and internalization to form a well-defined perspective on the issues. Strong evidence of reflection on own position based on a comprehensive understanding of theory/conceptual framework and the contemporary context. Generalizes principles, models or practices to generate new insights and questions. A soundly structured assignment with balanced and compelling conclusions thoroughly grounded in the arguments presented.

Good

(B+, B) The arguments demonstrate a good appreciation of the issues, theory/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the assignment and of the ability to apply it. A well-structured, original assignment with conclusions properly grounded in the arguments and convincingly justified.

Marginal

(B-, C+, C) The arguments are relevant and accurate but isolated, addressing the issues only in part and lacking both a strong grounding in theory/conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

Failure

(F) Little evidence of familiarity with the subject matter;

Part III Other Information**Keyword Syllabus**

Strategic Management. Administration Management. Public Services. Performance Management. Clean Government. Public Promotion. Crisis Management. Conflict Management. Operation Management. Project Management. Leadership. Implementation. Service Management. Integrity. Anti-Corruption.

Reading List**Compulsory Readings**

Title	
1	海爾·瑞尼著，王孫禺等譯，《理解和管理公共組織》，清華大學出版社。
2	Mark Moore, Creating Public Value, Harvard University Press.

Additional Readings

Title	
1	海爾·G·瑞尼著，王孫禹等譯，《理解和管理公共組織》，清華大學出版社。
2	歐文·E·休斯著，彭和平等譯，《公共管理導論》，中國人民大學出版社。
3	尼古拉斯·亨利著，項龍譯，《公共行政與公共事務》，華夏出版社。
4	彼得斯·B·Guy 著：《政府未來的治理模式》，吳愛明、夏宏圖譯，中國人民大學出版社。
5	David Osborne & Peter Plastrik, The Reinventor' s Fieldbook, Jossey-Bass.
6	馬克·G·波波維奇著，孔憲遂、耿洪敏譯，《創建高績效政府組織——公共管理實用指南》，中國人民大學出版社。
7	薛瀾、張強、鐘開斌著，《危機管理》，清華大學出版社。
8	菲利浦·科特勒、埃迪尤阿多·羅伯托著，俞利軍、鄒麗譯，《社會行銷》，華夏出版社。
9	大衛·奧斯本等著，《拋棄官僚制：政府再造的五項戰略》，中國人民大學出版社。
10	史蒂文·科恩等著，《政府全面品質管制：實踐指南》，中國人民大學出版社。
11	拉塞爾·M·林登著，汪大海、吳群芳等譯，《無縫隙政府：公共部門再造指南》，中國人民大學出版社。