Macao Polytechnic Institute
School of Business
Bachelor of Business Administration in Marketing
Bachelor of Management Program
Bachelor of E-Commerce Program
Bachelor of Accounting Program

Module Outline

Academic Year __2021 / 2022__   **Semester** __1__

Learning Module	Introduction to Public Administration	Class Code	PADM0120-114/211/ 212/213	
Pre-requisite(s)	Nil			
Medium of Instruction	English		Credit	3
Lecture Hours	45hrs	**Lab/Practice Hours** 0 hr	**Total Hours**	45 hrs
Instructor	Dr. David Chan	E-mail	cbchan@ipm.edu.mo	
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Course Description:

This course provides students with an overview of the field and profession of public administration. It offers a survey of social and historical environment of public agencies. Students will also be introduced with the characteristics and problems of bureaucracy in different political systems. Topics include: Public management; leadership and administration; distractive ethics; public personnel management; decision making and policy analysis; policy implementation; policy evaluation.

Learning Outcomes:

Upon completion of this course, the students will be able to:
1. Explain the basic terminology, concepts, and theories used in the study and practice of public administration.
2. Interpret the public policy and its administration in political and cultural environment throughout the policymaking process.
3. Describe some of the personal and interpersonal talents needed by successful public managers.
4. Apply techniques derived from models and theories in public administration.

Management Program PILOs	CILOs
1. Integrate contemporary Management theories and business disciplines relevant to general business practices.	1
2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.	3, 4
3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.	3
4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.	3
5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.	4
6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.	2
7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.	4

Accounting Program PILOs	CILOs
1. Integrate the contemporary theories, principles of accounting and business disciplines relevant to general business practice.	1
2. Assess general business scenarios with mathematical and statistical skills.	4
3. Apply critical thinking and logical analysis skills and techniques to solve business problems.	
4. Interpret and analyze accounting information for internal control, planning, performance evaluation, and coordination to continuously improve business process.	2, 4
5. Apply accounting or business software for business analysis.	4
6. Develop queries to assess management information from database to improve efficiency and effectiveness.	4
7. Synthesize the latest requirement of international accounting and auditing standards in preparing financial statements and auditing reports.	
8. Utilize appropriate written and spoken forms to communicate effectively with stakeholders in various cultural environment.	1, 2
9. Recommend an appropriate course of action by ethically examining the economic, environmental, political, legal and regulatory contexts of global business practice .	3
10. Utilize the latest empirical findings and academic studies to support the recommendation of business projects.	4

Market Program PILOs	CILOs
1. Explain the core concepts, values and Skills	
- Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	1
2. Apply appropriate Tools and technologies	
- Students are able to demonstrate using related tools, technology and skills to	4

generate proposals and solutions.	
3. Proceed Lifelong learning	
- Students are able to apply self and independent learning to leverage learned knowledge in practical life.	
4. Adopt Leadership approaches	
- Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.	3, 4
5. Demonstrate and practice Legal and Ethical Values	
- Students are able to identify professional ethics from broad business practices.	3, 4
6. Effective Communication Skills	
- Students are able to communicate and present ideas effectively.	
7. Critical Thinking	
- Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.	
8. Intercultural Competence	
- Students are competent to associate in a diversified social and global community.	2

Alignment of Program and Learning Module Intended Outcomes (EC)

Programme Intended Learning Outcomes	CILOs
1. Demonstrate an understanding of the business processes and operations and the skillful realization of information technologies required to practice electronic commerce;	
2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce;	
3. Analyze critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives;	
4. Select and apply tools and technologies to effectively implement electronic commerce systems in business intelligence, enterprise resources planning, supply chain management, and customer relationship management;	
5. Develop relationships, motivate others, manage conflicts, lead changes, and work across differences in multi-disciplinary electronic commerce projects;	
6. Communicate and work effectively using written and spoken word, non-verbal language, and electronic tools with fellow professionals and different stakeholders in the electronic commerce industry;	CILOs 1,2, 3,4
7. Demonstrate a global electronic commerce perspective as evidenced by an understanding of foreign languages and the role of Macau as an interface between the East and the West;	
8. Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and	

abilities;	
9. Conduct research and devise innovative electronic commerce models to exploit business opportunities; and	
10. Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society comprehensively.	

Content

1. Personal Action in Public Organizations (3 hours)
   Subtopic: Business vs. Public Administration , Issues in Public Administration
   Explain the basic terminology, concepts, and theories used in the study and practice of public administration.

2. Political Context of Public Administration (3 hours)
   Subtopic: State and Local Levels, Relationship to Legislative Bodies, Policy Implementation, Legislative Supervision, Relationships with the Judiciary
   Explain the basic terminology, concepts, and theories used in the study and practice of public administration.
   Interpret the public policy and its administration in political and cultural environment throughout the policymaking process.

3. Organizational Context of Public Administration   (3 hours)
   Subtopic: Intergovernmental Relations, Working with Nongovernmental Organizations, Management of Nonprofit Organizations
   Explain the basic terminology, concepts, and theories used in the study and practice of public administration.
   Interpret the public policy and its administration in political and cultural environment throughout the policymaking process.

4. The Ethics of Public Service (3 hours)
   Subtopic: Ethical Problems and managing Ethics
   Describe some of the personal and interpersonal talents needed by successful public managers.
   Apply techniques derived from models and theories in public administration.

5. Budgeting and Financial Management (3 hours)
   Subtopic: The Budget as an Instrument of Fiscal Policy, managerial Tool and aspects of Financial Management
   Interpret the public policy and its administration in political and cultural environment throughout the policymaking process.
   Apply techniques derived from models and theories in public administration.

6. The Management of Human Resources (3 hours)
   Subtopic: Hiring, Firing and Things In-Between and political Appointee-Career Executive Relations
   Describe some of the personal and interpersonal talents needed by successful public managers.
   Apply techniques derived from models and theories in public administration.

7. Planning, Implementation and Evaluation (3 hours)
   Subtopic: Planning, alternative Strategies and the Logic of Policy Analysis

Interpret the public policy and its administration in political and cultural environment throughout the policymaking process.
Apply techniques derived from models and theories in public administration.

8. Managing Organizational Dynamics (3 hours)
Subtopic: Organizational Culture and postmodern Narratives on Management
Interpret the public policy and its administration in political and cultural environment throughout the policymaking process.
Describe some of the personal and interpersonal talents needed by successful public managers.

9. Reinvention and Reform of Organizations (3 hours)
Subtopic: IT, human resources, innovation and performance, implementation issues in quality and productivity
Interpret the public policy and its administration in political and cultural environment throughout the policymaking process.
Describe some of the personal and interpersonal talents needed by successful public managers.
Apply techniques derived from models and theories in public administration.

10. Personal Skills in Public Management   (3 hours)
Subtopic: Stress Management, Time Management, Creativity and Problem Solving, Models of Individual Decision Making, Power and Leadership
Interpret the public policy and its administration in political and cultural environment throughout the policymaking process.
Describe some of the personal and interpersonal talents needed by successful public managers.

11. Interpersonal Skills and Group Dynamics (3 hours)
Subtopic: Communications, Delegation, Motivation, Conflict, Bargaining and Negotiation
Interpret the public policy and its administration in political and cultural environment throughout the policymaking process.
Describe some of the personal and interpersonal talents needed by successful public managers.

12. Group project presentation (3 hours)
Subtopic: Project topics
Training the students to apply the knowledge, principles, cases and statutes for exam problem solving

13. Group project review (3 hours)
Subtopic: review project
Revision of the application of the knowledge, principles, cases and statutes for project problem solving

14. Revision (3 hours)
Subtopic: all previous topics
Training the students to apply the knowledge, principles, cases and statutes for exam problem solving

15. Final Exam (3 hours)
Subtopic: all exam topics

Teaching Method

This course is delivered through a series of lectures which provide a detailed description of all the topics. The course materials are supplemented with multimedia resources such as videos and websites to support students' learning. A project-based strategy is employed to engage students in discussing the various issues in the public sector.

Attendance:
Attendance during the course must meet the attendance stated in the 'Academic and Disciplinary Rules and Regulations'. Students who have less than the required attendance for the enrolled subject are not eligible to attend the final or Re-sit examinations and will be given an "F"as their final grade.

Assessment:
Students will be assessed on the basis of a group project, and a final examination. The group project aims to evaluate the students' comprehensive understanding of the significant components in public administration. The grading criteria for the course are given as follows:

1. Group Project   50%
    (presentation and written report)
2. Final Examination   50%
    Total   100%

Teaching Materials:
Textbook
Nil

References
Robert B. Denhardt and Janet V. Denhardt (2013). Public Administration -- An Action Orientation, 7th edition. Palo Alto: Wadsworth.

Shafritz, J.M., Russell, E.W. & Borick, C.P. (2016).   *Introducing Public Administration*, (9e), U.S.A, Pearson Education.

Journal(s)
Nil

Website(s)
1.   http://www.macaolaw.gov.mo/澳門法律網
2.   http://www.court.gov.mo/澳門法院綱站
3.   http://www.mp.gov.mo/澳門檢察院
4.   http://aajs.newunion.net/澳門法律及社會事務學會

Plagiarism Policy
When a student submits an assignment, he has a duty to ensure that his assignment has been checked by Turnitin software, and the similarity score given by Turnitin software cannot be higher than 30%. However, a special case can be determined by the instructor.