



UNIVERSITI TEKNOLOGI MARA

ADS553: STRATEGIC MANAGEMENT FOR PUBLIC SECTOR

Course Name (English)	STRATEGIC MANAGEMENT FOR PUBLIC SECTOR APPROVED
Course Code	ADS553
MQF Credit	4
Course Description	Strategic management is a set of managerial skills that emphasize throughout the public sector. The purpose is to establish and employ the most suitable strategic option that is best suited to the public sector. Real-life examples and case studies will be used to examine the practice of strategic management and evaluate its impact on the public sector.
Transferable Skills	At the end of the course, students should be able to: <ul style="list-style-type: none">• Analyse the impact of strategic management issues on public sector organisations. (C4)• Verbally communicate strategies on enhancing the effectiveness of strategic management in public sector organisations.; (A3)• Manage and demonstrate entrepreneurial and managerial skills on enhancing the effectiveness of strategic management in public sector organisations; (A3)
Teaching Methodologies	Lectures, Case Study, Simulation Activity
CLO	CLO1 Analyse the impact of strategic management issues on public sector organisations CLO2 Verbally communicate strategies on enhancing the effectiveness of strategic management in public sector organisation CLO3 Manage strategies on enhancing the effectiveness of strategic management in public sector organisations
Pre-Requisite Courses	No course recommendations
Topics	1. Strategic Management 1.1) Definition of Strategic Management 1.2) Strategic Management Process 1.3) Why is strategic management crucial? 1.4) How does strategic management differ from other types of Management? 2. Strategic Management in Public Sector 2.1) The need for strategic management in public sector 2.2) New public management agenda 2.3) Understanding strategic management in public sector 3. Strategy Formulation 3.1) The Fundamental elements of strategy 3.2) The hierarchy of strategic intent: vision, mission, goals, objectives 3.3) Two forms of strategy: intended strategies and realized strategies 4. Strategic Analysis (External Analysis and Internal Analysis) 4.1) Introduction to SWOT analysis 4.2) Factors for analyzing external environment and internal audit 4.3) Processes to analyze environmental scanning and internal audit. 5. Strategic Choices for Public Sector 5.1) Generic strategy alternatives 5.2) Strategy variations 5.3) Strategic choice

6. Strategy Implementation

- 6.1) Annual objectives
- 6.2) Resources
- 6.3) Policy
- 6.4) Managing conflict
- 6.5) Structure
- 6.6) Leadership role
- 6.7) Implementing strategies in different settings

7. Evaluation and Control of Strategy

- 7.1) The control and evaluation process
- 7.2) The motivation to evaluate
- 7.3) Criteria for evaluation
- 7.4) Measuring and feedback
- 7.5) Corrective action

Assessment Breakdown	%
Continuous Assessment	50.00%
Final Assessment	50.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Presentation	presentation	20%	CLO2
	Test	Test	10%	CLO1
	Written Report	Report Writing	20%	CLO3

Reading List	Recommended Text	<ul style="list-style-type: none"> Paul Joyce 2015, <i>Strategic Management in the Public Sector (Routledge Masters in Public Management) 2015th Edition</i>, Taylor and Francis Group [ISBN: 978041552763] Michael J. Worth 2016, <i>Nonprofit Management: Principles and Practice</i>, 4th Edition Ed., SAGE Publications, Inc
	Reference Book Resources	<ul style="list-style-type: none"> Forest R. David, Fred David, <i>Strategic Management</i>, 15th edition Ed. [ISBN: 1292016892] Frank T. Rothaermel 2014, <i>Strategic Management: Concepts</i>, Mc Graw-Hill Education [ISBN: 97800776450] Charles W. L. Hill and, Gareth R. Jones 2012, <i>Strategic Management: An Integrated Approach</i>, 10th edition Ed., Cengage Learning Michael Allison and Jude Kaye 2015, <i>Strategic Planning for Nonprofit Organizations: A Practical Guide for Dynamic Times</i>, 3rd Edition Ed., John Wiley & Sons
Article/Paper List	This Course does not have any article/paper resources	
Other References	<ul style="list-style-type: none"> n/a <i>The Star</i> n/a <i>Financial Times</i> 	