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**SYLLABUS**  
**PROGRAM OF PUBLIC MANAGEMENT AND POLICY IN ENGLISH**  
**(E-PMP)**

LEVEL OF EDUCATION: UNDERGRADUATE

TYPE OF EDUCATION: FULL-TIME

**1. GENERAL INFORMATION**

- *Course title (Vietnamese): Quản lý chiến lược trong các tổ chức công*
- *Course title (English): Strategic Management in Public Organizations*
- *Course code: EPMP1115*
- *Knowledge Group: Professional educational knowledge*  
*(Basic knowledge)*
- *Credit: 3*
- *Prerequisites Courses: Introduction to Management Science -*

*Principles of Management*

**2. DEPARTMENT IN CHARGE: Social Management**

**3. DESCRIPTION**

The role of the public sector and the classical paradigm together with the slow change of the public sector is changing. This rapid change requires a specialized look at what strategic management means in this important area. Compared to private sector organizations, the public sector has a very complex and diverse network of stakeholders, partners and customers. In addition, each public sector entity or organization needs to understand its role in achieving a higher goal in order to meet the competitive ambitions of the jurisdiction in which it operates.

Therefore, the course will provide knowledge about the importance of strategic management in public organizations. The course will also delve into elements of the strategic pyramid in the public sector to consider setting a vision, aligning this vision for departments in the organization, and giving KPIs to measure success, public policy decision-making and partnering with partners to implement strategies through initiatives. The course also provides the basics of strategic management and the change of strategic management in government or health and educational institutions.

**4. REFERENCES**

- Frank T. Rothaermel (2012), Strategic Management: Concepts and Cases, McGraw Hill.
- Paul Joyce (2015), Strategic Management in the Public Sector, Routledge.
- Doan Thi Thu Ha, Nguyen Thi Ngoc Huyen, Do Thi Hai Ha (2012), School Management, National Economics University Publishing House.

**5. COURSE OBJECTIVES:**

<b>Goals (Gx)</b>	<b>Descriptions</b>	<b>Program learning outcomes (PLOs)</b>	<b>Level</b>
<b>[1]</b>	<b>[2]</b>	<b>[3]</b>	<b>[4]</b>
G1 (Knowledge)	Understand and apply the basic knowledge of strategy and strategic management, strategic management processes in public organizations	KT 2	3
G2 (Skills)	Have skills in environmental analysis of public organizations; skills in implementing a strategic planning process for public organizations and writing a strategic plan in English	KN1 KN5	3 3
G3 (Level of autonomy and responsibility)	Have a sense of responsibility, cooperation, autonomy, self-study in working; take responsibility for the results of your own work to create a lifetime working capacity	NLTC 2	4

**6. COURSE LEARNING OUTCOMES:**

<b>Goals</b>	<b>CLO (CLO<sub>x.x</sub>)</b>	<b>Descriptions</b>	<b>Level</b>
<b>[1]</b>	<b>[2]</b>	<b>[3]</b>	<b>[4]</b>
G1 (Knowledge )	CLO1.1	Understand the basic knowledge of strategy and strategic management, strategic management processes in public organizations	2
	CLO1.2	Applying strategic management processes in public organizations	3
G2 (Skills)	CLO2.1	Have skills in environmental analysis of public organizations	3

	CLO2.2	Have skills in implementing a strategic planning process for public organizations	3
	CLO2.3	Have skills to write a strategic plan in English	3
G3 (Level of autonomy and responsibility )	CLO3.1	Self-study for work to create a lifetime working capacity	4
	CLO3.2	Have responsibility, cooperation, autonomy at work; take responsibility for your own work results	4

### 7. COURSE ASSESSMENT:

Evaluation Form	Content	Time	CLOs	Evaluation criteria	Ratio (%)
[1]	[2]	[3]	[4]	[5]	[6]
Learning process evaluation		From week 1 to week 1 2	CLO1.1, CLO1.2, CLO2.1, CLO2.2, CLO2.3, CLO3.1, CLO3.2	<ul style="list-style-type: none"> <li>- Full class participation level.</li> <li>- Level of lesson preparation at home (fully, thoroughly)</li> <li>- Level of participation in answering lecturers' questions (number of times and quality of answers)</li> <li>- Level of participation in questioning with lecturers (number of times and question quality)</li> </ul>	10%
Quizzes in lessons evaluation	Chapters 2 to 9	From week 2 to week 1 0	CLO1.1, CLO1.2, CLO2.1, CLO2.2, CLO3.1, CLO3.2	The level of individual homework completion (on time, the quality of the assignment is associated with the level of knowledge,	20%

				skills and capacity to be autonomous and responsible for the course learning outcomes)	
Group presentations evaluation	Chapters 2 to 10	Week 11	CLO1.1, CLO1.2, CLO2.1, CLO2.2, CLO2.3, CLO3.1, CLO3.2	The level of completion of group assignments, presentations (on time, quality of content and presentations, response to questions of lecturers and classes is associated with the level of knowledge, skills and self-responsibility capacity. of course output standards) .	20%
End-of-term evaluation	Chapters 2 to 10		CLO1.1, CLO1.2, CLO2.1, CLO2.2, CLO2.3, CLO3.1, CLO3.2	The level of completion of the final individual essay test (the quality of the test is linked to the level of knowledge, skills, and the ability to autonomy and take responsibility of the course outcome standards)	50%

\* The course uses turnitin software to assess academic integrity.

### 8. TEACHING PLAN

Week/ Session	Content	CLO	Activities	Assessment
[1]	[2]	[3]	[4]	[5]

1	An introduction to the course and guidance to group presentations, quizzes and final exams		<b>Study at home:</b> Prepare the materials in advance <b>Teaching and learning in class:</b> Lecture: 3 periods Discussion (group discussion and class discussion): 1 period	Evaluate the learning process, attitude, level of initiative and positivity in learning 10%
2	Take a quiz about previous class content Introducing Strategy, Strategic Planning and Management - Strategy overview - Strategic planning and management overview	CLO1.1, CLO2.1, CLO3.1, CLO3.2	<b>Study at home:</b> Prepare the materials in advance <b>Teaching and learning in class:</b> Lecture: 3 periods Do the quiz Discussion (group discussion and class discussion): 1 period	Do quizzes at the beginning of lessons 20%
3	Take a quiz about previous class content Strategy, Strategists and Strategic Management Process - Strategic planners - Process of strategic management	CLO1.1, CLO2.1, CLO2.2, CLO3.1, CLO3.2	<b>Learning at home:</b> Prepare the materials in advance <b>Teaching and learning in class:</b> Lecture: 3 periods Do the quiz Discussion (group discussion and class discussion): 1 period	
4	Take a quiz about	CLO1.1, CLO2.1, CLO2.2,	<b>Learning at home:</b> Prepare the materials in	

	<p>previous class content</p> <p>External Analysis: Competitive Forces and Strategic groups</p> <ul style="list-style-type: none"> <li>- Analysis of external factors.</li> <li>- Analysis of competitive forces</li> <li>- Analysis of strategies groups</li> </ul>	<p>CLO3.1, CLO3.2</p>	<p>advance <b>Teaching and learning in class:</b></p> <p>Lecture: 3 periods</p> <p>Do the quiz</p> <p>Discussion (group discussion and class discussion): 1 period</p>	
5	<p>Take a quiz about previous class content</p> <p>External Analysis: Industry structure</p> <ul style="list-style-type: none"> <li>- Analysis of external factors</li> <li>- Analysis of industry structures</li> </ul>	<p>CLO1.1, CLO2.1, CLO2.2, CLO3.1, CLO3.2</p>	<p><b>Study at home:</b> Prepare the materials in advance</p> <p><b>Teaching and learning in class:</b></p> <p>Lecture: 3 periods</p> <p>Do the quiz</p> <p>Discussion (group discussion and class discussion): 1 period</p>	
6	<p>Take a quiz about previous class content</p> <p>Internal Analysis: Resources, Capabilities and Activities</p>	<p>CLO1.2, CLO2.2, CLO2.3, CLO3.1, CLO3.2</p>	<p><b>Study at home:</b> Prepare the materials in advance</p> <p><b>Teaching and learning in class:</b></p> <p>Lecture: 3 periods</p> <p>Do the quiz</p> <p>Discussion (group discussion and class discussion): 1 period</p>	

	<ul style="list-style-type: none"> <li>- Analysis of external factors</li> <li>- Analysis of resources</li> <li>- Analysis of the possibilities</li> <li>- Analysis of outside activities</li> </ul>			
7	<p>Take a quiz about previous class content</p> <p>Strategy in Government Agencies - States and Locals</p> <ul style="list-style-type: none"> <li>- Researching strategies in state agencies</li> <li>- Strategy in high-level agencies.</li> <li>- Strategy of the grassroots level</li> </ul>	<p>CLO1.2, CLO2.2, CLO2.3, CLO3.1, CLO3.2</p>	<p><b>Study at home:</b> Prepare the materials in advance</p> <p><b>Teaching and learning in class:</b></p> <p>Lecture: 3 periods</p> <p>Do the quiz</p> <p>Discussion (group discussion and class discussion): 1 period</p>	
8	<p>Take a quiz about previous class content</p> <p>Strategy in Education Organizations</p> <ul style="list-style-type: none"> <li>- Research strategy in educational institutions.</li> </ul>	<p>CLO1.2, CLO2.2, CLO2.3, CLO3.1, CLO3.2</p>	<p><b>Study at home:</b> Prepare the materials in advance</p> <p><b>Teaching and learning in class:</b></p> <p>Lecture: 3 periods</p> <p>Do the quiz</p> <p>Discussion (group discussion and class discussion): 1 period</p>	

	<ul style="list-style-type: none"> <li>- The structure of the educational institution and its operations</li> <li>- The basic strategies</li> </ul>			
9	<p>Take a quiz about previous class content</p> <p>Strategy in Health care Organizations</p> <ul style="list-style-type: none"> <li>- Research the strategies of health organizations</li> <li>- The structure of the medical organization and its operations</li> <li>- Basic strategies</li> </ul>	<p>CLO1.2, CLO2.1, CLO2.2, CLO2.3, CLO3.1, CLO3.2</p>	<p><b>Study at home:</b> Prepare the materials in advance</p> <p><b>Teaching and learning in class:</b></p> <p>Lecture: 3 periods</p> <p>Do the quiz</p> <p>Discussion (group discussion and class discussion): 1 period</p>	<p>Group exercises, presentations 20%</p> <p>Multiple-choice test and essay : 50%</p>
10	<p>Take a quiz about previous class content</p> <p>SWOT model</p> <ul style="list-style-type: none"> <li>- Research SWOT model with strengths, weaknesses, difficulties and threats.</li> </ul>	<p>CLO1.2, CLO2.1, CLO2.2, CLO2.3, CLO3.1, CLO3.2</p>	<p><b>Study at home:</b> Prepare the materials in advance</p> <p><b>Teaching and learning in class:</b></p> <p>Lecture: 3 periods</p> <p>Do the quiz</p> <p>Discussion (group discussion and class discussion): 1 period</p>	



	- Applying SWOT model in strategic management			
11	Group presentations	CLO1.1, CLO1.2, CLO2.1, CLO2.2, CLO2.3, CLO3.1, CLO3.2	Group presentation: 4 periods	
12	Summarize and review the content of the whole course		<b>Study at home:</b> Prepare the materials in advance <b>Teaching and learning in the classroom:</b> Lecture: 4 periods	
	End-of-term examination	CLO1.1, CLO1.2, CLO2.1, CLO2.2, CLO2.3, CLO3.1, CLO3.2	Examination: 90 minutes	

## 9. COURSE REQUIREMENT

### 9.1. Rules of class participation

- Students are responsible for attending all classes. In any case of absence from school due to force majeure reasons, there must be sufficient and reasonable proofs.

- Students are responsible for actively read materials in advance, proactively preparing lessons before going to class according to the instructions and requests of lecturers.

- Students who skip more than 20% of the lessons of the subject will be considered as not complete the course and have to retake the course

- Students who miss the deadline of individual and group assignments submission will receive a score of 0 for that assignment.

- Students will be randomly asked to answer questions during 12 sessions

- Regarding the communication between lecturers and students: Encourage students to participate in discussions (groups and individuals), give direct feedback to teachers about the content of the course, teaching and learning methods, teaching

materials and handouts. Lecturers also encourage students to give feedback on the form, methods and contents of the tests to evaluate students' learning results. Students can communicate with lecturers in class, during office hours or via email. The valuable feedback from students contributes to improve the teaching and learning quality of the course

## **9.2. Rules of classroom behavior**

- The module is conducted on the principle of respect for students and lecturers. All behaviors that interfere with the teaching and learning process are strictly prohibited.

- Students need to actively participate in lectures through discussions with lecturers (answer and ask questions) and group discussions, presentations

- Students must go to school on time. Students who are late more than 10 minutes after class starts will not be able to attend the class.

- Do not make noise, disturbing other students in the learning process.

- Do not eat, drink, chew gum, use devices such as phones, music players during class.

- Laptops and tablets are only used for the purpose of recording lectures, calculating, doing exercises. Absolutely do not use them for other purposes.

*Hanoi, Date Month Year 20*

**DEAN OF FACULTY**

**(Signed)**

**UNIVERSITY PRINCIPAL**

**(Signed)**