

COURSE TITLE – PSC 635 Public Sector Management
4 graduate credit hours
Spring 2006

Meeting Times: Monday, 6:00-9:50
Instructor: Dr. Ronald Chordas
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Room: 3701 Cushwa Hall
Office Hours: By appointment
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Required Text: Bryson, John M (2004). Strategic Planning for Public and Nonprofit Organizations (Third Edition). Jossey-Bass Publishers; San Francisco

Course Description An examination of Strategic Management and Planning in relation to Health and Human Services Organizations. The role of the director in planning and managing the organization and in collaborative and community wide planning efforts. The impact of planning on resource allocation, personnel, and decision making, in Health and Human Service Organizations.

Goals and Objectives of the Course:

The goals of this course include the following: 1) to provide the student with an overview and understanding of the basic management issues relating to planning; 2) identify best management practices; 3) identify the issues in the field impacting on organizational decision making, including collaborative and community wide planning. .

Objectives: Upon completion of this course the student will be able to:

1. Demonstrate a basic understanding of the principles of planning and their impact on organizational change and program change.
2. Identify the basic components of planning and demonstrate competence in carrying out a strategic analysis of an organization
3. Understand the importance of resource development in relation to planning and establishing organizational priorities.
4. Demonstrate a basic understanding of leadership principles, team building, and problem solving.
5. Understand the process of establishing organizational priorities in relation to fiscal planning and linking planning priorities to resource capability.

CLASS ATTENDANCE AND PARTICIPATION: Students are expected to attend class and participate in activities and discussions. Regular class attendance will be viewed as part of the student's grade. There will be four writing assignments, Mission/Vision analysis, SWOT analysis, an agency service plan, and one major writing assignment of developing a Strategic Plan for an organization. Students will also be responsible for one in class presentation on a topic they choose the second week of class.

Class Schedule

- Week 1: January 23
Read: The Framework of Planning, Overview of Course.
Topics: Syllabus review and Course Overview - What is Strategic Planning?
Overview of class assignments:
(Strategic planning class presentation and paper, Choosing an organization to serve as your project for the semester). **Review topics for class presentations and assignments.**
- Week 2: January 30
Topics: Problem Solving and Leadership – Outside presenter – Foundations for planning
Types of decisions, styles, Introduction to Leadership and Problem Solving.
Styles and values presentation, foundations of leadership.
Assign class presentation topics and dates for presentations.
Submit semester organizational description for class planning assignment
Name of organization, staff, mission, population served and services provided.
- Week 3: February 6
Topics: Outside presenter - Team building, problem solving, decision making presentation
Organizational structure and decision making.
Approve organizations for the semester planning project.
- Week 4: February 13
Read: Chapters 1 and Chapter 2 (Bryson) – Introduction to planning, Organizational change, Strategic Planning and Marketing
Topics: Process of Managing Change, Planning, types and characteristics
***Student class Presentations* _____**
- Week 5: February 20 **Presidents Day no Class**
- Week 6: February 27
Read: Chapters 3,4 & 8 (Bryson) – Clarifying organizational mandates, mission, and vision, How to develop an organizational vision, Resource E in text, page 290.
Review of basic Service Plan Development. Assign mission/vision analysis.
***Student Class Presentation* - _____**

- Week 7: March 6
 Read: Chapters 5,6,7 (Bryson) – Stakeholders, environmental assessment (SWOT), identifying critical issues, strategy adoption.
 Topics: How to identify critical issues, and develop strategies to address community issues. Mission/vision analysis paper due.
Student Class Presentation – _____
 Review for mid-term
Distribute Mid Term Exam
- Week 8: **March 13-19 Spring Break**
- Week 9: March 20
 Read: Chapter 9 (Bryson) – Implementing plans and evaluating strategies successfully. In class – work on paper due on summarizing internal and external environmental assessment and identification of strategic issues. (SWOT analysis)
Student Class Presentation - _____
- Week10: March 27
 Read: Chapters 10 &11(Bryson) – Reassessing and revising strategies and plans
 Topic: Developing a comprehensive agency strategic plan.
SWOT analysis/critical issues due.
Student Class Presentation _____
- Week 11: April 3
 Read: Topics: Chapter 12; honing skills: Group exercise :analyzing the issues. Review format for overall plan development and review development of service plan component
Student Class Presentations - _____
- Week 12: April 10
 Topics: The ten step process review: putting it all together-Bryson, chapters 1-12. Review of facilitation skills Service Plan assignment due
Student Class Presentations - _____
- Week 13: April 17
 Topic: Class Handouts - Managing for the future
 Future of management, trends and impact of technology
 Inter-organizational relationships, linkages, collaboration, partnerships.
 Assign class presentations of strategic plans.
Student Class Presentations – _____
- Week 14: April 24
 Class presentation of strategic plans:

Week 15 May 1
Class presentations of strategic plans:

Final Week May 9
Final Exam

EXAMS: There will be two exams, classroom participation will be evaluated in relation to the readings, lectures, and written assignments.

Grading Policy

Students earn grades based on 2 exams, completion of written activities, class participation, class presentation and presentation of their final papers. Each item will be worth the following points.

Scale

Mission/Vision analysis	75 points	
SWOT analysis	75 points	
Mid term Exam	150 points	A= 652 - 725
Final Exam	100 points	B= 580 - 651
Service Plan	75 points	C= 507 - 579
Class presentation/participation	100 points	
Final Paper, Strategic Plan	150 points	

Final Paper

Each student is expected to complete a Strategic plan and Service plan for a Health and Human Service organization. The outline for these papers will be reviewed the first week of class and the organization for the analysis selected by the third week.

Each student will develop a Strategic plan for an organization of their choosing. The plans will be partially completed during class time. The final paper will be a presentation of their plan and critique by fellow students. The plans will be presented in class the final two weeks of the semester.

