

PIA6306: PUBLIC STRATEGIC PLANNING AND MANAGEMENT

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Public Strategic Planning and Management

Subject Code

PIA - Public and International Affairs

Course Number

6306

Academic Unit

Public and International Affairs (PIA)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

Strategic planning and management are crucial for 21st public managers. In this course, students learn how to think, act and learn strategically, and apply strategy tools. The course is split up into three parts: strategic planning, strategy implementation, strategy evaluation and learning. Within each part students are taught essential concepts, and introduced to the different strategy tools they have at their disposal. Practical examples are offered throughout the lectures. Moreover, during workshops students will be able to apply the strategy tools to a concrete case aimed at stimulating their social entrepreneurship and creativity. In doing so, students are not only acquainted with core concepts related to strategic planning and management but also gain experience in how these tools are applied in practice and which difficulties could emerge. The course thus prepares students to become knowledgeable strategic planners and managers, which is an inherent part of public management.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understanding the analysis, formulation, implementation and evaluation of strategies in public organizations from a strategic planning and management perspective.		x	x	
2	Being able to apply strategic planning and management to societal challenges with the aim of developing an action-oriented perspective.		x	x	x
3	Being able to critically assess the value and application of strategic planning and management frameworks in public organizations.		x	x	x
4	Being able to work in team with other students to deliver joined results within stipulated deadlines.			x	
5	Being able to connect different components of strategic planning and management.		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	Readings	Students will have to read articles and book chapters on strategic planning and management before lectures	1, 2, 3, 4, 5	2

2	Lectures	Students will be taught the core concepts of strategic planning and management, as well as the underlying tools	1, 2, 3, 5	2
3	Workshops	Students will be able to apply the tools on a concrete case during workshops in team with feedback opportunity	1, 2, 4, 5	2 (every couple of weeks)
4	Individual paper	Students will write an individual paper where they analyse the strategic planning and management of a public or non-profit organization of their choice	1, 3, 5	n/a
5	Group paper	Students will have to develop a strategic plan in team for an organization aimed at tackling a societal challenge in Hong Kong	1, 2, 4, 5	n/a
6	Group presentation	Students will have to make an elevator pitch of their proposed organization	1, 2, 4, 5	n/a

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Individual paper (min 2000 words, max 2500 words)	1, 3, 5	30	
2	Group paper (min 8000 words, max 10000 words)	1, 2, 4, 5	60	
3	Group presentation	1, 2, 4, 5	10	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

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

Criterion

Selecting a relevant organization and describing it, linking its strategy to the strategic planning and management model, identifying gaps based on data collection and analysis, proposing recommendations, correct academic style

Excellent

(A+, A, A-) Very relevant organization and very good description, very good use of strategic planning and management model, clear gaps based on data, clear recommendations, very good academic style

Good

(B+, B, B-) Relevant organization and good description, good use of strategic planning and management model, relatively clear gaps based on data, relatively clear recommendations, good academic style

Fair

(C+, C, C-) Organization more or less relevant, description acceptable, mediocre use of strategic planning and management model, just acceptable gaps and recommendations, good enough academic style

Marginal

(D) Organization a bit relevant, description passable, weak use of strategic planning and management models, some acceptable gaps and recommendations, basic academic style

Failure

(F) Not a really organization, not well described, bad use of strategic planning and management model, no clear gaps and recommendations, poor academic style

Assessment Task

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

Criterion

Working well in team, participating in workshops, creating an organization with a sound business model linked to a societal challenge, applying strategy tools correctly, linking strategy tools together, making the plan appealing visually and stylistically

Excellent

(A+, A, A-) Excellent team work, strong participation in workshops, excellent organization created with very sound business model, excellent application of strategy tools, clearly linked together, visually appealing plan with excellent style

Good

(B+, B, B-) Good team work, good participation in workshops, good organization created with sound business model, good application of strategy tools relatively clearly linked together, visually somewhat appealing plan and good style

Fair

(C+, C, C-) Satisfactory team work, acceptable participation in workshops, acceptable organization created with acceptable business model, acceptable application of strategy tools, acceptable links, plan that is acceptable visually, stylistically

Marginal

(D) Weak team work, participation in workshops mediocre, developed business model and organization weak to mediocre, applied strategy tools weak to mediocre, visually and stylistically basic

Failure

(F) Bad team work, bad participation in workshops, not relevant organization created and/or unacceptable business model, bad application of strategy tools not linked together, visually unattractive plan and bad style

Assessment Task

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

Criterion

Providing an elevator pitch related to the proposed organization, communicating effectively what the organization will do, why and how, including visual tools

Excellent

(A+, A, A-) Very creative and visually appealing pitch, containing very clear answers to what, why and how questions and accounting for an investor audience

Good

(B+, B, B-) Creative and visually appealing pitch, clear answers to what, why and how, takes into account audience

Fair

(C+, C, C-) Mediocre creative/visually appealing, relatively clear answers to why, what and how, at least some acknowledgement of audience

Marginal

(D) Basic presentation, with at least some clear answers and some efforts for creativity and visually appealing

Failure

(F) Not creative, not visually appealing, unclear answers to why, what, how questions, not adapted to audience

Assessment Task

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

Criterion

Selecting a relevant organization and describing it, linking it strategy to the strategic planning and management model, identifying gaps based on data collection and analysis, proposing recommendations, correct academic style

Excellent

(A+, A, A-) Very relevant organization and very good description, very good use of strategic planning and management model, clear gaps based on data, clear recommendations, very good academic style

Good

(B+, B) Relevant organization and good description, good use of strategic planning and management model, relatively clear gaps based on data, relatively clear recommendations, good academic style

Marginal

(B-, C+, C) Organization more or less relevant, description acceptable mediocre use of strategic planning and management model, just acceptable gaps and recommendations, good enough academic style

Failure

(F) Not a really organization, not well described bad use of strategic planning and management model, no clear gaps and recommendations, poor academic style

Assessment Task

Group paper (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Working well in team, participating in workshops, creating an organization with a sound business model linked to a societal challenge, applying strategy tools correctly, linking strategy tools together, making the plan appealing visually and stylistically

Excellent

(A+, A, A-) Excellent team work, strong participation in workshops, excellent organization created with very sound business model, excellent application of strategy tools, clearly linked together, visually appealing plan with excellent style

Good

(B+, B) Good team work, good participation in workshops, good organization created with sound business model, good application of strategy tools relatively clearly linked together, visually somewhat appealing plan and good style

Marginal

(B-, C+, C) Satisfactory team work, acceptable participation in workshops, acceptable organization created with acceptable business model, acceptable application of strategy tools, acceptable links, plan that is acceptable visually, stylistically

Failure

(F) Bad team work, bad participation in workshops, not relevant organization created and/or unacceptable business model, bad application of strategy tools not linked together, visually unattractive plan and bad style

Assessment Task

Group presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Providing an elevator pitch related to the proposed organization, communicating effectively what the organization will do, why and how, including visual tools

Excellent

(A+, A, A-) Very creative and visually appealing pitch, containing very clear answers to what, why and how questions and accounting for an investor audience

Good

(B+, B) Creative and visually appealing pitch, clear answers to what, why and how, takes into account audience

Marginal

(B-, C+, C) Mediocre creative/visually appealing, relatively clear answers to why, what and how, at least some acknowledgement of audience

Failure

(F) Not creative, not visually appealing, unclear answers to why, what, how questions, not adapted to audience

Part III Other Information

Keyword Syllabus

Strategy, strategic planning, strategic management, strategy analysis, strategy formulation, strategy implementation, strategy evaluation, learning, vision, mission, values, mandates, SWOT, stakeholders, strategic issues, strategy mapping, balanced scorecard, scenario planning, learning organization, public value public and non-profit organizations.

Reading List

Compulsory Readings

Title	
1	Bryson J.M., and George B. (2024). Strategic planning for public and nonprofit organizations: A guide to strengthening and sustaining organizational achievement 6th Edition. Hoboken: John Wiley & Sons.

Additional Readings

Title	
1	Bryson and George. (2020). Strategic management in public administration. Oxford Research Encyclopedia of Politics.
2	Ferlie and Ongaro. (2022). Strategic Management in Public Services Organizations. Routledge: New York.

3	George, B., and Desmidt, S. (2014). A state of research on strategic management in the public sector: An analysis of the empirical evidence. In <i>Strategic Management in Public Organizations</i> (pp. 163-184). New York: Routledge.
4	George, B., Walker, R. M., and Monster, J. (2019). Does strategic planning improve organizational performance? A meta - analysis. <i>Public Administration Review</i> , 79(6), 810-819.
5	Kools, M., & George, B. (2020). Debate: The learning organization—a key construct linking strategic planning and strategic management. <i>Public Money & Management</i> , 40(4), 262-264.
6	Walker, R. M. (2013). Strategic management and performance in public organizations: findings from the Miles and Snow framework. <i>Public Administration Review</i> , 73(5), 675-685.
7	Websites including OECD, balancedscorecard.org .