

## **GPA 419 Strategic Management**

**Pre requisites:** Management Theory and Practice for Public Sector

### **Learning objectives:**

The course reviews best practices in strategy management from different nations around the globe. We will look at national and entity level examples from the UAE, Singapore, the UK, the US, and other nations. The main strategy management framework used is the balanced scorecard which is tailored for this sector. Participants will practice each element of the strategy management process through real life case studies and engaging activities.

### **Learning outcomes:**

After completing the course students should be able to:

1. Describe the overall public sector structure and the need for competitiveness to achieve national prosperity and growth
2. Translate stakeholder ambition and needs into a strategic plan to achieve an entity's mandate
3. Employ the public policy development process effectively to achieve the strategic plan
4. Design and manage strategic initiatives and cross-entity collaboration mechanisms to effectively execute strategies
5. Utilize a practical performance management system to develop and sustain a performance culture

### **Course Contents:**

Strategy and the public sector. Public values informing the strategy. Using stakeholders for strategic management. Environmental scanning. Performance management. Strategy formulation. Strategy Implementation. Organizational culture and change management.

### **Text book and Softwares:**

1. Renée Mauborgne and W. Chan Kim . Blue Ocean Strategy.

2. Richard P. Rumelt. Good Strategy Bad Strategy: The Difference and Why It Matters.
3. Bryson, J. M. (2004). Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement. John Wiley & Sons.