



Future Academy
Higher Future Institute for Specialized Technological Studies

Course Specification

1- Course information:

Course Code:	323
Course Title:	Public Enterprise management
Year/level	3rd level- 2nd semester
Academic Programs	Bachelor of Business administration (English)
Contact hours/ week	Theoretical lecture: 3hrs & section:2 hrs Total:5 hrs

2- Course aims:

After this course the student will be able to know the knowledge and skills necessary to effectively manage public and governmental organizations using principles commonly applied in the private sector. By emphasizing the importance of customer service and efficient resource utilization, the course highlights how professional management can enhance the delivery of services to citizens. Students will explore the strategic objectives of public organizations, the vital role of leadership in motivating employees, and the creation of a supportive organizational climate. Additionally, the course will cover essential control methods, both internal and external, to ensure accountability and effectiveness in achieving the mission of providing high-quality government services to all citizens.

3- Intended learning outcomes of the course (ILOs):

a- Knowledge and understanding:

On successful completion of this course, the student should be able to:

- a1- Explain the concepts, principles and theories related to Public Administration
- a2- Discuss the different environments which Public Enterprises & Business Enterprises operate, and the different methods to deal with it.
- a3- Illustrate the policymaking process
- a4- Discuss the political & cultural environmental of public policy power – the external perspective & internal perspective
- a5- Recognize the fundamentals and theories of motivation & leadership
- a6- Explain the concepts, principles and theories of Organizational behavior and Organization development.
- a7- Demonstrate the mechanisms of applying strategic management.

b- Intellectual skills:

On completing this course, the student should be able to:

b1- b1- compare between Public Administration & Business Administration tools and techniques

b2-prepare different scenarios and strategies to deal with dilemmas and problems in the public society

b3- Interpret the different political and environmental factors that affects the decision maker in public organizations.

B4- Classify a variety of models and approaches of motivation, leadership and strategic management.

B5-Critically analyze case studies on public administrative issues.

c- Professional and practical skills:

At the end of this course, the student will be able to:

c1- Evaluate the performance of some of public organizations and business organizations in Egypt.

c2- Examine the role of budgeting as a fiscal policy government instrument

c3- Analyze, debate and deal with ethical issues in public service

c4- Explain key government reengineering mechanisms

c5- estimate the different threats in the field of public administration and ways to deal with them

d- General and transferable skills:

On successful completion of this course, the student should be able to:

d1 - Communicate effectively with others and affect them

d2- Enrich his knowledge and thoughts through continuous self-learning

d3- Use proper methods to solve problems individually and on establishment's scale effectively and efficiently

d4- Demonstrate his ideas and thoughts in work groups

4- Course contents

Topics/units	Number of hours		ILO's
	Lecture hours	Practical hours	
1. Introduction to public administration	3hrs	2hrs	a1,b2,c2,c1,c2,c4,c5 d1 ,d4
2. The political & cultural environmental of public policy Power – the external perspective	3hrs	2hrs	a1,a2,a4,b1,b3,c1 d1,d4
3. The political & cultural environmental of public policy Power – the internal perspective	3hrs	2hrs	a1,a2,a4,b1,b3,c1 d1,d4
4. the policymaking process	3hrs	2hrs	a1,a3,a5,b1,b5,c2,c4,c5 d1,d2,d3,d4
5. Organizational behaviour (group dynamics)	3hrs	2hrs	a1,a6,c1, d1,d4
6. Organization development & it's impact of personality)	3hrs	2hrs	a1,a6,b4,c4,c1, d1,d4

7. leadership & Approaches of Motivation	3hrs	2hrs	a1,a5,b1,b4,c1, d1,d2,d3,d4
8. strategic management	3hrs	2hrs	a1,a7,b1,b4,b5 c2,c4,c5d1,d3,d4

5- Teaching and learning methods

Methods	ILO's																				
	a1	a2	a3	a4	a5	a6	a7	b1	b2	b3	b4	b5	c1	c2	c3	c4	c5	d1	d2	d3	d4
Lectures	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Practical sections/Tutorials	√	√	√	√	√	√	√	√	√	√	√		√	√	√	√	√	√			√
Self-learning			√									√						√			
Assays and reviews			√						√	√									√		
Discussion groups	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√	
Problem-solving									√	√		√			√				√		
E-learning																					
Blended learning																					

6- Teaching and learning methods for Low-achieving students

- Extra teaching hours for those who need help
- More quizzes to assess their ability for understanding the course
- Encourage the team work for those students with other advanced ones to increase their participation and understanding

7- Student assessment

Assessment method	Week No.	Grade weight (%)	ILOs
Course Work (Tutorial Exercise and Assignments)		10	a1-a7, b1-b6
Quiz 1	1	10	a1, a2, a3, a4 b1,b2,b3

Mid-term exam	1	20	a1-a7, b1-b6
Quiz 2	1	10	a1-a7, b1-b6
Final Written exam	2	50	a1,a2, a4, a5,b1, b2, b3, b5

8-List of references

8.1. Student notebooks:

Lectures notes & sections notes

8.2. Essential textbooks:

Jay M. Shafritz ,E. W. Russel ,Christopher P. Borick “ Introducing Public administration” 6th ed.

And Other Text Books

8.3. Recommended textbooks:

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8.4. Journals, Periodical and Reportsetc.

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8.5. Websites

<https://www.ekb.eg/ar/home>

Course Coordinator: Dr. Aya Assem

Head of department: Associate professor Dr. Mohamed Elbaz

Date of Approval: 9/7/2024