



## PROJECT NOTIFICATION

Reference No.: 51

<b>Date of Issue</b>	1 February 2023
<b>Project Code</b>	23-CP-29-GE-DLN-A
<b>Title</b>	APO e-Course on Public-sector Strategic Management
<b>Timing</b>	31 July 2023
<b>Hosting Country(ies)</b>	APO Secretariat
<b>Venue City(ies)</b>	Not Applicable
<b>Modality</b>	Digital Learning
<b>Implementing Organization(s)</b>	APO Secretariat
<b>Participating Country(ies)</b>	Not Applicable
<b>Overseas Participants</b>	Not Applicable
<b>Local Participants</b>	Not Applicable
<b>Closing Date</b>	Not Applicable
<b>Remarks</b>	Timing is launch date of the e-course.

<b>Objectives</b>	<ul style="list-style-type: none"> <li>- Learn about the concepts and applications of strategic management in achieving an effective, efficient public sector.</li> <li>- Explore different models and benefits of strategic management in public-sector organizations.</li> <li>- Acquire practical strategic management tools to enhance the productivity of the public sector.</li> </ul>
<b>Rationale</b>	<p>The concept of strategic management can be defined as a process through which an organization establishes its strategic direction and develops and implements actions and systems to achieve its objectives. For the APO, strategic management implementation in the public sector is viewed as essential to public services, leading to better performance and outcomes for citizens including higher productivity.</p>
<b>Background</b>	<p>Public-sector organizations have been transforming for higher efficiency and broader scope, particularly to cope with complexity and uncertainty in the external environment affecting the delivery of services to citizens. Strategic management is an approach to integrate strategy formulation and implementation, which can help public-sector organizations to focus on their strengths to achieve goals and create greater public value.</p> <p>One feature of strategic management in the public sector is the use of appropriate performance measures to track progress in implementing initiatives and achieving goals and objectives. Incorporating goals and objectives related to strategic management plans in individual performance appraisal processes and rewarding contributions to achieving those goals are critical factors in strategic management.</p>
<b>Topics</b>	<ul style="list-style-type: none"> <li>- Strategic management applications in the public sector.</li> <li>- Strategy formulation, governance, and performance of the public sector.</li> <li>- Techniques of strategic management in the public sector.</li> <li>- Cases of strategic management application in public-sector organizations.</li> <li>- Future of strategic management in the public sector.</li> <li>- Self-assessment quizzes and final examination.</li> </ul>
<b>Outcome</b>	<p>This course will allow participants to learn about the concepts and applications of strategic management in the public sector through different models and tools and enhance their ability to make good decisions with better implementation, provide higher-quality services, and increase productivity.</p>
<b>Qualifications</b>	<p>Open to all participants in member and nonmember countries.</p>

Please refer to the implementation procedures circulated with this document for further details.



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Secretary-General