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**SYLLABUS**  
**PROGRAM OF PUBLIC MANAGEMENT AND POLICY IN ENGLISH**  
**(E-PMP)**

LEVEL OF EDUCATION: UNDERGRADUATE

TYPE OF EDUCATION: FULL-TIME

**1. GENERAL INFORMATION**

- *Course title (Vietnamese):*        **Quản lý dịch vụ công**
- *Course title (English):*        **Public Services Management**
- *Course code:*                    **EPMP1140**
- *Knowledge group:*            **Major's knowledge (Elective)**
- *Credit:* **3**
- *Prerequisite courses:*        **No**

**2. THE DEPARTMENT IN CHARGE: Social Management**

**3. DESCRIPTION**

The “Public Service Management” course is a student's choice of Policy and Public Administration in English, designed to equip students with general knowledge and analytical tools about service providers in general, public organizations in particular. The course focuses on content such as: service delivery strategy, effective service delivery, customer behavior, resource planning, service quality management, service pricing and energy management. rate. The course will study examples from the fields of health, education, finance, retail, transportation and IT services ...

**4. REFERENCES**

**Required textbooks**

Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, Irwin / McGraw-Hill, 2011 .

**Other references**

NEU's eBooks and documents at <http://aep.neu.edu.vn:2048/menu>

**5. COURSE OBJECTIVES :**

| <b>Goal (Gx)</b>                          | <b>Description</b>                                                                                                                                                                                            | <b>PLO</b> | <b>Level</b> |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--------------|
| <b>[1]</b>                                | <b>[2]</b>                                                                                                                                                                                                    | <b>[3]</b> | <b>[4]</b>   |
| G1<br>(Knowledge)                         | Understand basic knowledge of public services and public service management; apply the knowledge on the management of public services in order to analyze the needs and resources of public service provision | KT3        | 3            |
| G2<br>(Skill)                             | Have skills in analyzing the characteristics and processes of public service delivery; have skills to write a specific service-specific quality analysis in English                                           | KN1<br>KN5 | 3<br>3       |
| G3 (Level of autonomy and responsibility) | Self-study for work to create capacity to work for a lifetime; have a sense of responsibility, cooperation, and autonomy at work; take responsibility for your own work results                               | NLTC2      | 4            |

#### 6. COURSE LEARNING OUTCOME:

| <b>Goal</b>                               | <b>CLO (CLOx.x)</b> | <b>Description</b>                                                                                               | <b>Level</b> |
|-------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------|--------------|
| <b>[1]</b>                                | <b>[2]</b>          | <b>[3]</b>                                                                                                       | <b>[4]</b>   |
| G1<br>(Knowledge)                         | CLO1.1              | Understand the basics of public service and public service management                                            | 2            |
|                                           | CLO1.2              | Apply knowledge of public service management to analyze needs and resources of public service delivery           | 3            |
| G2<br>(Skill)                             | CLO2.1              | Have skills in analyzing the characteristics and processes of public service delivery                            | 3            |
|                                           | CLO2.2              | Have skills to write a specific service-specific quality analysis in English                                     | 3            |
| G3 (Level of autonomy and responsibility) | CLO3.1              | Self-study for work to create capacity to work for a lifetime                                                    | 4            |
|                                           | CLO3.2              | Have a sense of responsibility, cooperation, and autonomy at work; take responsibility for your own work results | 4            |

#### 7. COURSE ASSESSMENT

| <b>Form of evaluation</b>     | <b>Content</b>                                                                                                                                    | <b>Time</b>            | <b>CLO</b>                                     | <b>Evaluation criteria</b>                                                                                                                                                                                                                                                                                                                                                            | <b>Ratio (%)</b> |
|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| <b>[1]</b>                    | <b>[2]</b>                                                                                                                                        | <b>[3]</b>             | <b>[4]</b>                                     | <b>[5]</b>                                                                                                                                                                                                                                                                                                                                                                            | <b>[6]</b>       |
| Evaluate the learning process |                                                                                                                                                   | From week 1 to week 15 | CLO 1.1, CLO 1.2, CLO 1.3, CLO 1.4, CLO 3.1    | <ul style="list-style-type: none"> <li>- Full level of attendance</li> <li>- The level of lesson preparation from home (fully, thoroughly)</li> <li>- Level of participation in answering lecturers' questions (number of times and quality of answers)</li> <li>- Level of participation in questioning with lectures of lecturers (number of times and question quality)</li> </ul> | 10%              |
| Mid-term review               | <p>General introduction</p> <p>Service management issues</p> <p>Manage service needs and service delivery resources</p> <p>Quality management</p> | Week 7                 | CLO1.1, CLO1.2, CLO2.1, CLO2.2, CLO3.1, CLO3.2 | The level of individual homework completion (on time, the quality of the assignment is associated with the level of knowledge, skills and capacity to be autonomous and responsible for the learning outcomes of the course)                                                                                                                                                          | 20%              |

|                        |                                                                                                                                                                      |         |                                                               |                                                                                                                                                                                                                                                                               |     |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
| Mid- term re view      | Manage service needs and service delivery resources<br>Quality management<br>Valuation                                                                               | Week 12 | CLO1.1,<br>CLO1.2,<br>CLO2.1,<br>CLO2.2,<br>CLO3.1,<br>CLO3.2 | - The level of completion of group assignments, presentations (on time, quality of content and presentations, response to questions of lecturers and classes associated with the level of knowledge, skills and self-control capacity) responsibilities of course outcomes) . | 20% |
| End-of-term evaluation | General introduction<br>Service management issues<br>Manage service needs and service delivery resources<br>Quality management<br>Valuation<br>Maximize your revenue | Week 13 | CLO1.1,<br>CLO1.2,<br>CLO2.1,<br>CLO2.2,<br>CLO3.1,<br>CLO3.2 | The level of completion of the final personal essay test (the quality of the test is linked to the level of knowledge, skills, and the ability to autonomy and take responsibility of the learning outcomes of the course)                                                    | 50% |

\* The course uses turnitin software to assess academic integrity

## 8. TEACHING PLAN

| Week/<br>Session | Contents | CLO | Activities | Assessment |
|------------------|----------|-----|------------|------------|
| [1]              | [2]      | [3] | [4]        | [5]        |

|      |                                            |                                        |                                                                                                                                                    |                                                                                                                       |
|------|--------------------------------------------|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| 1 -2 | Introduction and Service Management Issues | CLO1.1, CLO3.1, CLO3.2                 | <b>Study at home:</b> research in advance<br><b>Teaching and learning in class :</b> Lecture<br>Discussion (group discussion and class discussion) | - Evaluate the learning process, attitude, level of initiative and positivity in learning 10%<br>- Personal test: 20% |
| 3-4  | Managing Demand and Resources              | CLO1.1, CLO1.2, CLO2.1, CLO3.1, CLO3.2 | <b>Study at home:</b> research in advance<br><b>Teaching and learning in class :</b> Lecture<br>Discussion (group discussion and class discussion) | - Notes to the group: 20%                                                                                             |
| 5-6  | Managing Quality                           | CLO1.1, CLO2.1, CLO2.2, CLO3.1, CLO3.2 | <b>Study at home:</b> research in advance<br><b>Teaching and learning in class :</b> Lecture<br>Discussion (group discussion and class discussion) |                                                                                                                       |
| 7-8  | Evaluating Productivity                    | CLO1.1, CLO2.1, CLO2.2, CLO3.1, CLO3.2 | <b>Study at home:</b> research in advance<br><b>Teaching and learning in class :</b> Lecture<br>Discussion (group discussion and class discussion) |                                                                                                                       |
| 9-10 | Pricing Theory<br>Presentation: in groups  | CLO1.1, CLO2.1, CLO2.2,                | <b>Study at home:</b> research in advance                                                                                                          |                                                                                                                       |

|    |                      |                                                               |                                                                                                                                                       |                     |
|----|----------------------|---------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
|    |                      | CLO3.1 ,<br>CLO3.2                                            | <b>Teaching and learning in class :</b><br>Lecture<br>Discussion (group discussion and class discussion)                                              |                     |
| 11 | Revenue Optimization | CLO1.1,<br>CLO2.1,<br>CLO3.1,<br>CLO3.2                       | <b>Study at home:</b> research in advance<br><b>Teaching and learning in class :</b><br>Lecture<br>Discussion (group discussion and class discussion) |                     |
| 12 | Course review        | CLO1.1,<br>CLO1.2,<br>CLO2.1,<br>CLO2.2,<br>CLO3.1,<br>CLO3.2 | <b>Teaching and learning in class :</b><br>Lecture<br>Discussion (group discussion and class discussion)                                              |                     |
| 13 | Final exam           | CLO1.1,<br>CLO1.2,<br>CLO2.1,<br>CLO2.2,<br>CLO3.1,<br>CLO3.2 |                                                                                                                                                       | Individual test 50% |

## 9. COURSE REQUIREMENT

### 9.1. Rules of class participation

- Students to force majeure reasons, there must be sufficient and reasonable proofs.

- Students are responsible for actively researching documents, proactively preparing lessons before going to class according to the instructions and requests of lecturers.

- Students who miss more than 20% of the lessons of the subject will be considered as not complete the course and have to enroll again.

- Students who submit individual and group assignments late compared with the prescribed time of the instructors will receive a score of 0 for that assignment.

- Regarding the exchange between lecturers and students: Encourage students to participate in discussions (groups and individuals), give direct feedback with teachers about the content of the course, teaching and learning methods, teaching materials and read. Lecturers also encourage students to give feedback on the form, methods and contents of the tests, and to evaluate students' learning results. Students can communicate with lecturers in class, during office hours or via email. The valuable student feedback contributes to improve the teaching and learning quality of the course.

## **9.2. Rules of classroom behavior**

- The course is conducted on the principle of respect for learners and teachers. All acts that interfere with the teaching and learning process are strictly prohibited.

- Students need to actively participate in lectures in class through discussions with teachers (answer and ask questions) and group discussions, presentations

- Students must go to school on time. Students who are late more than 10 minutes after class starts will not be able to attend the class.

- Do not make noise, affect others in the learning process.

- Do not eat, drink, chew gum, use devices such as phones, music players during class.

- Laptops and tablets are only used for the purpose of recording lectures, calculating for lectures, exercises, absolutely not used for other purposes.

*Hanoi, Date Month Year 20*

**DEAN OF FACULTY**

**(Signed)**

**PRINCIPAL**

**(Signed)**