Accredited Africa Training Institute for Capacity Development
Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa
Tel: +27 12 004 8389 · Mobile: +27 65 077 6310
Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Public Value Delivery in Government

Business, Commerce and Management Studies / Public Administration

Unit Standard 242904 · NQF Level 7 · 16 Credits · 13 Days

COURSE OVERVIEW

This course equips public sector managers and officials with the knowledge and skills to deliver measurable public value through effective service delivery, stakeholder engagement, and strategic alignment with government mandates. Participants will learn to assess community needs, evaluate service outcomes, and implement improvements that enhance citizen trust and organisational performance.

Category	Business, Commerce and Management Studies
Subfield	Public Administration
Unit Standard	242904
Accreditation	SAQA Accredited · NQF Level 7 · 16 Credits
Duration	13 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS — verifiable online

LEARNING OUTCOMES

- Apply principles of public value to analyse current service delivery practices.
- Evaluate stakeholder needs and expectations to inform service design.
- Design strategies for delivering public value within resource constraints.
- Implement monitoring and evaluation mechanisms to assess service impact.
- Demonstrate accountability and transparency in public service delivery.

WHO SHOULD ATTEND

- This course is designed for government managers, team leaders, and officials at national, provincial, or local levels who are responsible for planning, delivering, or evaluating public services.

COURSE OUTLINE

Day 1: Introduction to Public Value and Government Context

- What is public value? (Mark Moore's framework
- The role of government in creating public value
- Overview of South African public sector landscape
- SAQA unit standard 242904: outcomes and assessment criteria
- Stakeholder analysis: citizens, politicians, civil servants
- Comparing value creation across sectors

Day 2: Strategic Planning for Public Value

- Strategic planning frameworks (e.g., Balanced Scorecard, Logic Model
- From vision to implementation: cascading goals
- Resource allocation and prioritisation
- Case study: South African municipal IDP process
- Risk management in public sector strategy

Day 3: Performance Management and Measurement

- Key performance indicators (KPIs) for public value
- GWM&E; framework in South Africa
- Outcome-based performance management
- Data collection methods and tools
- Reporting and accountability mechanisms

Day 4: Financial Management for Public Value

- Public sector budgeting: MTEF, programme budgeting
- Cost-benefit analysis for public projects
- Value for money: economy, efficiency, effectiveness
- Financial controls and audit in government
- Case study: budget reform in South Africa

Day 5: Stakeholder Engagement and Communication

- Stakeholder mapping and analysis
- Participatory governance mechanisms (e.g., izimbizo, ward committees
- Communication strategies for public value
- Handling complaints and feedback
- Building trust through transparency

Day 6: Ethics and Integrity in Public Service

- Ethical theories: deontology, utilitarianism, virtue ethics
- South African Public Service Code of Conduct
- Conflict of interest: identification and management
- Whistleblowing and protection
- Case studies on ethical dilemmas

Day 7: Service Delivery Models and Innovation

- Direct vs. outsourced service delivery
- Public-private partnerships (PPPs
- Innovation labs and co-creation

- Design thinking for citizen-centred services
- E-government and digital transformation

Day 8: Policy Implementation and Programme Management

- Policy implementation challenges
- Programme management frameworks (e.g., PRINCE2, PMBOK
- Logical framework approach
- Monitoring and evaluation plans
- Adaptive management and course correction

Day 9: Human Resource Management for Public Value

- Recruitment and selection for public service
- Performance appraisal and development
- Employee engagement and motivation
- Training and skills development (SETA frameworks
- Labour relations in the public sector

Day 10: Legal and Regulatory Framework

- Constitution of South Africa: Bill of Rights and public administration
- Public Finance Management Act (PFMA
- Promotion of Administrative Justice Act (PAJA
- Public Service Act and regulations
- Role of the Public Protector, Auditor-General, and Parliament

Day 11: Citizen-Centric Service Design

- Batho Pele principles and service delivery improvement
- Citizen journey mapping
- Service standards and charters
- Co-design with citizens
- Case studies: successful citizen-centric initiatives

Day 12: Leading Change and Transformation

- Change management models (Kotter, ADKAR
- Leading public sector transformation
- Communication and stakeholder engagement in change
- Building a culture of continuous improvement
- Case studies: public sector reform

Day 13: Integration, Assessment, and Action Planning

- Integration of public value concepts
- Action planning template and peer review
- Summative assessment preparation
- Course evaluation and feedback
- Certification and next steps

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **16 NQF credits** at **NQF Level 7**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 50,000.00	**R 50,000.00**
1	In-House	R 65,100.00	**R 65,100.00**
1	On-Campus (Pretoria)	R 75,000.00	**R 75,000.00**

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	26 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	26 Aug 2026	On-Campus	Mauritius
11 Aug 2026	27 Aug 2026	On-Campus	Cape Town, South Africa
12 Aug 2026	28 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	31 Aug 2026	On-Campus	Pretoria, South Africa
14 Aug 2026	01 Sep 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	02 Sep 2026	On-Campus	Shenzhen, China
18 Aug 2026	03 Sep 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed — on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit **www.aaticd.co.za**, open the page for this course (Unit Standard 242904) and click **Get A Quote / Apply**. Select your training method and number of delegates — your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to **apply@aaticd.co.za** — our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically — the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

Accredited Africa Training Institute for Capacity Development
Unit FO409, Hatfield Plaza, 1122 Burnett St, Hatfield 0028, Pretoria, Gauteng, South Africa
Tel: +27 12 004 8389 · WhatsApp: +27 65 077 6310 · apply@aaticd.co.za · www.aaticd.co.za