



## Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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### COURSE BROCHURE

# Public Administration Functions in Market Economy

Business, Commerce and Management Studies / Public Administration

Unit Standard 242910 · NQF Level 7 · 12 Credits · 9 Days

## COURSE OVERVIEW

This course equips learners with a comprehensive understanding of public administration functions and policy within the context of a market economy. It explores the interplay between government institutions and market forces, enabling participants to analyze policy impacts and apply administrative principles effectively.

|                 |                                            |
|-----------------|--------------------------------------------|
| Category        | Business, Commerce and Management Studies  |
| Subfield        | Public Administration                      |
| Unit Standard   | 242910                                     |
| Accreditation   | SAQA Accredited · NQF Level 7 · 12 Credits |
| Duration        | 9 days                                     |
| Training Method | Online, On-Campus, In-House                |
| Certificate     | Issued via AATICD LMS – verifiable online  |

## LEARNING OUTCOMES

- Demonstrate an understanding of the role and functions of public administration in a market economy.
- Apply key principles of public policy formulation and implementation within market contexts.
- Analyze the impact of market forces on public service delivery and administrative processes.
- Evaluate the effectiveness of public policies in achieving socio-economic objectives.
- Implement strategies to enhance efficiency and accountability in public administration.

## WHO SHOULD ATTEND

- This course is designed for public sector managers, policy analysts, and officials in South African government departments or agencies who need to understand how public administration interacts with market dynamics.

## COURSE OUTLINE

### Day 1: Introduction to Public Administration in a Market Economy

- What is public administration?
- Public vs private sector administration.
- Key principles: accountability, transparency, rule of law.
- Constitutional framework (Chapter 10 of the Constitution).
- Batho Pele principles.
- The role of public administration in economic development.
- Overview of the market economy.
- Relationship between government and markets.

### Day 2: Policy Formulation and Implementation

- The policy cycle: agenda-setting, formulation, adoption, implementation, evaluation.
- Stakeholder analysis and consultation.
- Policy instruments: regulation, taxation, subsidies.
- Implementation challenges: capacity, resources, coordination.
- Case studies: South African economic policies.
- Public participation mechanisms.
- Monitoring and evaluation frameworks.

### Day 3: Public Financial Management

- Principles: transparency, accountability, value for money.
- Budget cycle: planning, execution, reporting.
- Revenue sources: taxes, grants, fees.
- Expenditure management: procurement, cash management.
- Public Finance Management Act (PFMA).
- Municipal Finance Management Act (MFMA).
- Role of the Auditor-General.
- Financial accountability and oversight.

### Day 4: Human Resource Management in the Public Sector

- HRM legislation: Public Service Act, Labour Relations Act.
- Recruitment and selection processes.
- Performance management and appraisal.
- Employee training and development.
- Labor relations and dispute resolution.
- Ethics and code of conduct.
- Role of the Public Service Commission.
- Diversity and employment equity.

### Day 5: Service Delivery and Customer Care

- Batho Pele principles in practice.
- Citizen charters and service standards.
- E-government and digital services.
- Complaints management systems.
- Service delivery protests and root causes.
- Public-private partnerships in service delivery.

- Monitoring service quality.
- Case studies: successful service delivery initiatives.

#### **Day 6: Regulatory Functions and Economic Regulation**

- Types of regulation: economic, social, administrative.
- Regulatory agencies: ICASA, NERSA, Competition Commission.
- Competition policy: preventing monopolies, promoting competition.
- Consumer protection legislation.
- Regulatory impact assessments.
- Deregulation and privatization debates.
- Case studies: telecommunications, energy, water.
- Challenges in regulatory enforcement.

#### **Day 7: Ethics and Accountability in Public Administration**

- Code of conduct for public servants.
- Ethics committees and ethics training.
- Accountability mechanisms: parliamentary oversight, public protector.
- Role of the Auditor-General and SCOPA.
- Whistleblowing and protection.
- Corruption: causes, consequences, prevention.
- Case studies: corruption in procurement.
- Promoting a culture of ethics.

#### **Day 8: Public Administration and Economic Development**

- Economic development theories and public administration.
- Enabling environment: infrastructure, rule of law, property rights.
- Industrial policy: sector-specific interventions.
- Small business development and support.
- Poverty alleviation programs.
- Inequality and inclusive growth.
- Public investment and public-private partnerships.
- Case studies: South Africa's economic development strategies.

#### **Day 9: Integration, Review, and Assessment**

- Review of key themes: policy, finance, HR, service delivery, regulation, ethics, development.
- Group discussions on case studies.
- Summative assessment (written test or assignment).
- Action planning for workplace application.
- Course evaluation and feedback.
- Resources for continued learning.
- Certification requirements.

## **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 **12 NQF credits** at **NQF Level 7**.

## PRICING (PER DELEGATE, EX-VAT)

| Delegates | Training Method      | Price per Delegate | Total       |
|-----------|----------------------|--------------------|-------------|
| 1         | Online               | R 38,300.00        | R 38,300.00 |
| 1         | In-House             | R 49,800.00        | R 49,800.00 |
| 1         | On-Campus (Pretoria) | R 57,500.00        | R 57,500.00 |

## UPCOMING SESSIONS

| Start       | End         | Method    | Venue                   |
|-------------|-------------|-----------|-------------------------|
| 07 Aug 2026 | 19 Aug 2026 | On-Campus | Dubai, UAE              |
| 10 Aug 2026 | 20 Aug 2026 | On-Campus | Abu Dhabi, UAE          |
| 11 Aug 2026 | 21 Aug 2026 | On-Campus | Durban, South Africa    |
| 11 Aug 2026 | 21 Aug 2026 | On-Campus | Mauritius               |
| 12 Aug 2026 | 24 Aug 2026 | On-Campus | Cape Town, South Africa |
| 13 Aug 2026 | 25 Aug 2026 | On-Campus | Dubai, UAE              |
| 14 Aug 2026 | 26 Aug 2026 | On-Campus | Pretoria, South Africa  |
| 17 Aug 2026 | 27 Aug 2026 | On-Campus | Durban, South Africa    |

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](http://www.aaticd.co.za), open the page for this course (Unit Standard 242910) 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](mailto: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.

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