



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 Management Principles and Theories

Business, Commerce and Management Studies / Public Administration

Unit Standard 242911 · NQF Level 7 · 16 Credits · 13 Days

COURSE OVERVIEW

This course equips learners with a comprehensive understanding of the fundamental principles and theories underpinning public management. It explores the application of these concepts within the South African public sector context, enabling learners to enhance service delivery and organizational effectiveness.

Category	Business, Commerce and Management Studies
Subfield	Public Administration
Unit Standard	242911
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 key public management theories to real-world scenarios in the South African public sector.
- Analyze the principles of public administration and their impact on service delivery.
- Evaluate the role of governance, ethics, and accountability in public management.
- Implement strategies for effective public resource management and policy implementation.
- Demonstrate an understanding of the legal and regulatory framework governing public institutions.
- Assess the challenges and opportunities in modern public management reform.

WHO SHOULD ATTEND

- This course is designed for managers, supervisors, and officials in the public sector who wish to deepen their theoretical and practical knowledge of public management.
- It is also suitable for individuals aspiring to leadership roles within government or parastatal organizations.

COURSE OUTLINE

Day 1: Introduction to Public Management and Administration

- Definition and scope of public management
- Public vs private sector management
- Historical evolution of public administration in South Africa
- The role of public management in governance
- Key concepts: efficiency, effectiveness, accountability
- Overview of the South African public sector landscape

Day 2: Theoretical Foundations of Public Administration

- Classical theories: Weber's bureaucracy, Taylor's scientific management
- Human relations approach and behavioural theory
- Systems theory and contingency approach
- New Public Management (NPM) principles
- The politics-administration dichotomy
- Critique of traditional theories in the South African context

Day 3: Governance and the Constitution of South Africa

- The Constitution of the Republic of South Africa, 1996
- Chapter 10: Basic values and principles governing public administration
- Cooperative governance and intergovernmental relations
- Spheres of government: national, provincial, local
- Batho Pele principles: putting people first
- Legislative frameworks: PFMA, MFMA, PSA

Day 4: Public Policy Formulation and Implementation

- The public policy cycle: agenda-setting, formulation, adoption, implementation, evaluation
- Actors in policy making: executive, legislature, interest groups
- Policy instruments and tools
- Implementation challenges: capacity, resources, political will
- Case studies: South African policy examples
- Monitoring and evaluation frameworks

Day 5: Strategic Planning and Management in the Public Sector

- Strategic planning process: vision, mission, goals
- Environmental scanning: PESTLE, SWOT analysis
- Strategic alignment with national development plans
- Medium-Term Strategic Framework (MTSF)
- Performance management and the Government-Wide Monitoring and Evaluation System
- Balanced scorecard in public sector

Day 6: Public Financial Management

- Public financial management principles: transparency, accountability, value for money
- The budget cycle: planning, execution, reporting, audit
- Public Finance Management Act (PFMA) and Municipal Finance Management Act (MFMA)
- Revenue management and procurement
- Supply chain management in government

- Role of Auditor-General and parliamentary oversight

Day 7: Human Resource Management in the Public Sector

- Public Service Act and Public Service Regulations
- Recruitment and selection processes
- Performance management and development system (PMDS)
- Employee wellness and diversity management
- Labour relations: collective bargaining, strikes, dispute resolution
- Ethics, integrity, and the code of conduct

Day 8: Leadership and Change Management in Government

- Leadership theories: transformational, transactional, servant leadership
- Leadership vs management in the public sector
- Change management models: Kotter, Lewin
- Managing resistance to change
- Building a culture of innovation and learning
- Case studies: public sector reform in South Africa

Day 9: Service Delivery and Customer Care

- Batho Pele principles in practice
- Service delivery models and standards
- Citizen engagement: Ward committees, IDP forums, petitions
- Challenges: corruption, inefficiency, infrastructure deficits
- Service delivery improvement plans (SDIPs)
- Case studies: successful service delivery initiatives

Day 10: Ethics and Accountability in Public Administration

- Ethical frameworks: deontology, utilitarianism, virtue ethics
- Common ethical issues: conflicts of interest, nepotism, misuse of resources
- Chapter 9 institutions: Public Protector, Auditor-General, HRC
- Anti-corruption strategies: legislative, institutional, societal
- Whistleblowing protection
- Code of conduct enforcement

Day 11: Intergovernmental Relations and Cooperative Governance

- Constitutional provisions for intergovernmental relations
- Intergovernmental forums: MINMECs, technical committees
- Fiscal relations: equitable share, conditional grants
- Challenges: duplication, conflict, capacity disparities
- Role of DCOG and provincial departments
- Case studies: intergovernmental disputes and resolutions

Day 12: Monitoring, Evaluation, and Reporting

- M&E; concepts: inputs, outputs, outcomes, impact
- Developing performance indicators and targets
- Data collection methods and tools
- Reporting frameworks: annual reports, quarterly reports
- Programme evaluations: formative, summative, impact
- Using M&E; for learning and accountability

Day 13: Integration and Application of Public Management Principles

- Recap of key themes: governance, policy, finance, HR, ethics
- Comprehensive case study analysis (e.g., service delivery crisis)
- Group work: developing a strategic intervention
- Presentation and peer feedback
- Personal action plan for applying learning
- Course evaluation and certification

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
07 Aug 2026	25 Aug 2026	On-Campus	Mauritius
10 Aug 2026	26 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	27 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	28 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	31 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	31 Aug 2026	On-Campus	Mauritius
14 Aug 2026	01 Sep 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	02 Sep 2026	On-Campus	Pretoria, 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, open the page for this course (Unit Standard 242911) 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.

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