



# The Public Management Profession and Environment

**Explore the unique nature of management in  
the public sector**

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**When: Asynchronous, self-paced**

**Where: Virtual, via Zoom**

Being an effective public manager requires understanding the profession and the impact of a changing managerial environment. Step outside your daily duties to explore the history and characteristics of American public administration in this self-paced online course. Explore how the profession is changing, how your position is affected by trends outside the organization, and what issues you need to monitor in the coming year. This program costs \$225.

By the end of this class, you should be able to:

1. Define public management, its development in the United States, and its role today.
2. Explain the importance of public service motivation in the civil service.
3. Define the roles of public managers, including relationships to elected officials, boards, and citizens.
4. Define the role of public managers in policy making, policy implementation, and policy regulation.
5. Compare management in the public and private sectors; their similarities and differences, and the ways in which the sectors can work collaboratively.
6. Discuss entrepreneurial public management.
7. Identify major trends in the changing managerial environment, the challenges they present for public managers, and the skills needed to address them.

*A required Core class in the Certified Public Manager Program*

Instructor: Susan Paddock (PhD, Univ. of Oregon) is an emerita professor of governmental affairs for UW-Madison Continuing Studies and former director of the Wisconsin Certified Public Manager Program.

Register at: <https://localgovernment.extension.wisc.edu/cpm-public-courses/>



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