

Program Title: <i>“PUBLIC MANAGEMENT IN LOCAL ECONOMIC DEVELOPMENT”</i>
Competences
Conformity with competencies listed in ISO 18091:2014: <i>Economic Development Competency Framework</i> was developed jointly by European Economic Development Society and Formula Europa Institute while consulting the ISO Working Group engaged with developing ISO 18091:2014. This competency framework reflects the guidelines prescribed to local governments by ISO 18091:2014 for producing quality public product, as presented in ISO 9001:2008. General Competences: CG1: Ability to make economic development strategic planning based on analysis and synthesis in complex environment of global competition CG2: Capacity for developing long-term visions for boosting local and regional economies, also skills to turn these visions into action plans using advanced instruments for public management. CG3: Acquisition of values, ethical principles and vocation in the complex environment of crossed interests of different stakeholders while achieving the goals of the public service. CG4: Ability to work as a team and to inspire the whole community to join forces and interests for developing the regional economic potential CG5: Ability to work in an international context and ability to compete with other regions around the globe for attracting investments, resources and talents to the region CG6: Ability to communicate in a foreign language Specific Competences: CS1: Competences in business English, and international standards in business communication CS2: Ability to identify, understand and interrelate political and administrative systems with the social and economic context and processes of administrative change, such as the Regional/Local Integrated System for Economic Development (LISED) CS3: Ability to identify and manage information sources and other databases, including the Internet and other computer techniques and applications, with special attention to those of digital marketing, especially in the phase of conducting intelligence aimed to identify prospect foreign and domestic investors which the region wants to attract CS4: Ability to understand the planning and administrative management of public policies and the various techniques of public management, with strong focus on policy-making for supporting SMEs CS5: Ability to know and interpret the regulatory regulations of the tax area in all its territorial areas and ability to know how to manage the state, regional and local resources affecting local economic development, including learning more about regulatory impact assessment, and strategies for investment incentives CS6: Ability to handle extra legal tools and support management and public policies, giving priority to economic and financial management. CS7: Ability to apply statistics and probability calculations in the area of public management and administration, especially in SWOT analysis, strategy development, and policy-making CS8: Ability to write the basic documents of the procedures and administrative actions specific to public management, oriented both to organizational internal use and to stakeholders in the region CS9: Ability to interpret legal texts specific to public management, especially in the field of SMEs policy-making, providing support in internationalization, etc. CS10: Capacity to know the importance of public intervention in the economy and the different modalities of this intervention, also capacity to know the exact role of local and regional governments for building healthy local economy, resulting in jobs delivery and improved quality of life in the community

Subject	Type	ECTS Credits
The Program secures specialization in Strategic Public Management, more particularly in <i>Local Economic Development affairs</i> - it is designed for individuals willing to develop the necessary professional capacity enabling them to engage with certain roles in local economic development.	Diploma Program	12
Training Objectives		
The Program aims specialization in Local Economic Development affairs for students in majors <i>Public Administration & Management</i>, or <i>Economics</i>, willing to pursue their future professional goals in local economic development. The program is also suitable for professionals currently working in the public sector and are (or plan to become) engaged in local economic development. The program is holding a strong potential for individuals currently participating (or are interested to participate) in the political establishment and are willing to dedicate their individual (or party's efforts) to building strong political platforms focused on local economy improvement and stimulus for jobs creation. Successfully graduated participants will: ▪ Develop clearer insight into the expertise and competence of the public administration staff engaged in development of local economy ▪ Understand what professionals involved with local economic development are expected to do in order to deliver consistently high standards of customer service in their field ▪ Identify their level of practice and plan their career in a more structured way ▪ Synchronize personal education and development needs ▪ Realize individual potential more effectively		
Content		
Module 1. Introduction to Economic Development (ED) (theory + case studies) Segment 1.1. Economic Development (ED) - Overview Segment 1.2. Factors affecting Local Economic Development Segment 1.3. Local Integrated System for Economic Development (LISED) Segment 1.4. Territorial agenda of the European Union 2020 Segment 1.5. Role of Local Governments in LED Segment 1.6. Strategic Public Management in Economic Development Module 2. Instruments for Public Management in Local Economic Development (theory + case studies) Segment 2.1. Strategies for territorial investment marketing and business attraction, Segment 2.2. Programs for business retention and expansion, Segment 2.3. Public policies for supporting local SME, Segment 2.4. Strategies for workforce development, Segment 2.5. Strategies for depressed neighborhood recovery, Segment 2.6. Financial engineering; Segment 2.7. Other instruments for developing strong local economy		

Module 3. Art of Public Management in Local Economic Development (developing group & individual projects)

Segment 3.1. Art of building & implementing Strategies for Territorial Investment Marketing and Business Attraction

Segment 3.2. Art of building & implementing public policies for supporting local SME

Segment 3.3. Art of Public Diplomacy - relations with stakeholders

Module 4. Art of Leadership in Local Economic Development (developing group & individual projects)

Segment 4.1. Leading by uniting

Segment 4.2. Dealing with political leadership in the region – when expertise meets political differences

Segment 4.3. Delivery of business objectives

Segment 4.4. Managing Economic Development Organizations

Segment 4.5. Knowledge management

Segment 4.6. Basics in project management

Segment 4.7. Accountability & Ethical conduct in Local Economic Development

Training activities

E-learning training activities (theoretical & practical)	ECTS	Teaching methodology
Students will participate in 1) On-line guided self-preparation, 2) On-line one-to-one coaching sessions, and 3) Experiential team working. All formats are focused on gradual knowledge building, data collection, research and analysis, supported by discussions on representative case studies, culminating in developing group projects.	6	The learning process is based on 1) Video-taped lectures, and 2) One -to – one coaching, 3) On-line guided research, comparative analysis and exercises conducted by an Instructor whose role is to guide the students through the whole process from knowledge building to experimenting to creating and assessing learning results. The specifics of the economic development activities require strong capacity for creativity while solutions are engineered. Thus, the methodology of this program delivery is combination between Teacher - centered learning and Student – centered (coaching) learning process which aims first to build enough strong base of knowledge and then to challenge the students to unleash their creativity while developing the group projects.
Self-preparation training activities		
Economic Development is based on development of instruments for strategic public management such as strategies for development, action plans, programs, etc. These are documents which are complex and of huge volume. Students who want to develop skills for managing the local economy could not reach this level of excellence if they lack capacity for concentration, ability to process complex and massive amount of information,	6	During this guided e-learning program the students will be required to work on individual time planning base guided by on-line based Instructor.

building vision and suggesting innovative solutions to persistent problems. Thus, the time dedicated to this program is designed as guided e-learning (self-preparation) aimed to teach the student how to collect & process & analyses & synthesizes information, how to translate vision into actions, how to build its own case based on facts & data.		
Progress Evaluation		
Evaluation & Quality control of the learning process will be secured by 3-level evaluation process: Entry Test; Midterm Test; Exit Test.		
Course / semester or semester to which is ascribed		
Semester 8		
Departments that can teach the subject		
Economics, Public Administration, Political Sciences		
Requirements		
Undergraduate & Graduate Students/ major Public Administration & Management and major Economics, or Professionals with other academic background but with relevant professional experience in the field,		

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