

BACHELOR'S DEGREE IN PUBLIC ADMINISTRATION AND MANAGEMENT

*Courses in the first column are given during the first (winter) semester, those in the second column are given during the second (spring). Those **in bold** are taught in English and Spanish, while those in regular writing are taught only in Spanish*

YEAR 4 (60 ETCS)	
Internship	Internship
Organizational Design	Marketing in the Public Sector
Social Research Techniques	Analysis and Evaluation of Public Policies
Optional Module	Optional Module
Optional Module	Final Degree Project

Courses in the first column are given during the first (winter) semester, those in the second column are given during the second (spring) semester and those in bold letters are taught in English

OPTIONAL MODULES

- Regional and Local Administrative Law (Spring)
- Healthcare Management
- Law of Public Subsidies
- Human Relationships Psychology (Autumn)
- Imperfect Markets and Economy Policy
- Financial Statement Analysis and Management Control of Local Governments (Spring)
- **Governance and Public Management Documents in English (Autumn)**
- Urban and Environmental Law (Autumn)
- Cooperation for Development (Autumn)
- Corporate Social Responsibility (Autumn)
- **Entrepreneurship (Autumn)**

ANALYSIS AND EVALUATION OF PUBLIC POLICIES

Students will: know the theory and methodology of public policies analysis; understand the political process of decision making, the establishment of public goals and the distribution through the administrative structures; learn to design strategies and action plans for the development of public policies, and to activate and coordinate the resources, agents and net necessary for the development of policies; know and apply the different models of evaluation of policies, programs and public interventions.

ORGANIZATIONAL DESIGN

The aim of this module is to familiarize students with the most relevant aspects of the design of organizational structures in the public sector. In order to do so, after an introductory part (public sector as macro- and micro-organization, coordination mechanisms and organizational processes), there will be an in-

depth study of the main variables that affect the internal organizational design (positions design, departmental grouping, lateral links and decentralization). Finally, the last section will analyze the different organizational models (simple forms, bureaucracy and adhocracy), relating them to the environment, the external structure (nets and other forms of cooperation) and the organizational tendencies associated with public management.

MARKETING OF THE PUBLIC SECTOR

The relationship between administration and user as a non-profit exchange. The behavior of the user and the establishment of a more efficient relationship with the administration. Peculiarities of the services for marketing management. Components of a support system for the decisions of public policy and marketing of public services. Communication techniques applied to public services. Marketing plan for public administration or for a specific campaign.

SOCIAL RESEARCH TECHNIQUES

Students will know the social research methodology and learn to apply it to the design of social research, will know and apply the main methods of primary social data collection and learn to use secondary social databases, will know and understand the main social research methods, both quantitative and qualitative; will be able to select and apply the more suitable social research methods, and to combine them significantly; will develop the necessary skills for the organization, interpretation and significative presentation of the information obtained.