

Certificate in

# Public Administration in the 21st Century

## GET THE KNOWLEDGE YOU NEED TO SUCCEED

Our Certificate in Public Administration in the 21st Century is a two-semester program that offers a unique opportunity to quickly get up-to-speed with the skills and knowledge you need to effectively and successfully navigate the public sector. This program provides professional development opportunities for new and seasoned public employees as well as individuals in the private sector seeking a career in public administration.

You will have the opportunity to broaden your understanding of the unique set of skills and knowledge required to enter public administration. Public sector professionals seeking increased leadership roles and responsibilities will also gain career enhancement.

This program emphasizes practical understanding of the various components of public administration that can be immediately applied. You will learn about leadership principles, the importance of embracing change, strategic thinking, ethics, financial management, creativity, and innovation—all in the context unique to public institutions.

The Certificate in Public Administration in the 21st Century consists of 10 required courses totaling 57 hours of lecture and discussion. 5.7 Continuing Education Units will be awarded to the certificate graduate.



The need for talented public sector employees is growing in Orange County. Due to the anticipated retirement of the baby boomer generation, many public agencies throughout Orange County stand to lose up to 50% of their managerial-level employees by 2011. Moreover, shrinking budgets and resources coupled with growing needs for public services means that employees in public agencies are increasingly called upon to provide new and innovative solutions to address these challenges.

### On completion of this program, you will:

- Have an understanding of the structure and functions of public agencies
- Understand the ethical responsibilities that apply to public employees
- Know how to inspire creativity in your organization
- Have enhanced your communication and presentation skills

Register today at [www.csufextension.org](http://www.csufextension.org) or 657.278.2611

For more information, contact Kristyn Hursh: 657.278.7427, [khursh@fullerton.edu](mailto:khursh@fullerton.edu)



California State University, Fullerton  
University Extended Education  
[www.csufextension.org](http://www.csufextension.org)

## THE CLASSES

### NAVIGATING THE PUBLIC SECTOR

**(3 hours/0.3 CEUs)**

Prerequisite: none. According to the OC: State of the County 2006 Workforce Report, one of the fastest growing employment needs in the county is in the public sector. Focus on what it means to work in the public sector and examine how government agencies function differently in terms of structure and design from the private sector.

### LEADERSHIP IN PUBLIC ADMINISTRATION

**(6 hours/0.6 CEUs)**

Prerequisite: none. More than ever, public service sectors are in need of passionate and future-thinking individuals to step up and take the lead. This class is designed to assist leaders and emerging leaders in developing a better understanding of their strengths. You will examine leadership principles and practices, civil service designs and structure, as well as collaborative leadership models and essential components of organizational behavior.

### EMBRACING CHANGE IN PUBLIC ORGANIZATIONS

**(6 hours/0.6 CEUs)**

Prerequisite: none. Chaotic, messy, tumultuous, and continuous are some of the words used to describe the changes experienced by organizations. This class will introduce you to the factors influencing change, leadership qualities needed to successfully manage change, the impact of change, the methodology of the change management cycle, and what implications change may have for the future of public institutions.

### STRATEGIC THINKING & DECISION MAKING IN THE PUBLIC SECTOR

**(6 hours/0.6 CEUs)**

Prerequisite: none. Strategic thinking involves gathering information, formulating ideas, and planning actions. This class will reinforce analytical, critical, and creative thinking processes by highlighting the critical factors through hands-on exercises.

### FINANCIAL MANAGEMENT UNIQUE TO PUBLIC INSTITUTIONS

**(6 hours/0.6 CEUs)**

Prerequisite: none. You don't need to be a financial manager to understand the various components of basic finance in public institutions. In this class, you will explore basic accounting principles and concepts that are critical to financial operations. You will also examine the various tools used in support of the financial decision-making process.

### BUSINESS ETHICS IN PUBLIC ADMINISTRATION

**(6 hours/0.6 CEUs)**

Prerequisite: none. Examine the principles of business ethics associated with public entities. Explore the dilemmas often presented between actual decision-making and personal values. Gain an understanding of the relationships between leadership, agency departments, and the public to reinforce the challenges of ethical practices in public administration.

### INFLUENCING SKILLS FOR GREATER RESULTS

**(6 hours/0.6 CEUs)**

Prerequisite: none. In public, institutions, teamwork and collaboration are emphasized. Leaders at every level need to rely on influencing through knowledge and competence rather than position and status. You will learn to develop political savvy, build value with others, overcome resistance, and mitigate personal risk. Class discussions will also focus on influencing strategies to gain commitment and foster collaboration.

### COMMUNICATION & PRESENTATION SKILLS – AN ART FORM!

**(6 hours/0.6 CEUs)**

Prerequisite: none. A key function of management in the public sector includes communicating and presenting accurate information to multiple constituents such as other government officials, employees, media, and the general public. You will learn the step-by-step process for developing presentations that will "wow" the audience.

### CREATIVITY AND INNOVATION – AN OXYMORON

**(6 hours/0.6 CEUs)**

Prerequisite: none. Beyond developing creativity within, a successful leader fosters an environment where creativity and innovation are encouraged and risk taking is valued. Experience what it means to "think outside the box." You will examine the essential structures that allow the flow of creativity in an organization. More importantly, you will discuss how to apply creativity in public agency settings where limited resources demand innovative problem solving.

### ENHANCING EMPLOYEE DEVELOPMENT THROUGH MENTORING

**(6 hours/0.6CEUs)**

Prerequisite: none. Mentoring, in a public sector environment, offers a unique opportunity to develop leaders from within the organization, which in turn nurtures commitment, retention and job satisfaction. Mentoring techniques such as developing personal vision and knowledge/skill development will be addressed.