



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

A Module of Postgraduate Certificate in Public  
Administration and Governance

# Fundamentals of Public Administration

Examining and Learning the New Public Administration  
Challenges

Program starts in February 2025



# Fundamentals of Public Administration

## Examining and Learning the New Public Administration Challenges

### OVERVIEW

New challenges from consistent change across sectors both domestically and globally have arisen and demands on government have increased. However, the public sector has often merely reacted due to poor adaptation in a rapidly evolving international, economic, social, and cultural environment. Fragmented and fractious inter-governmental arrangements characterized by slow bureaucratic processes, conflicting rules, competing objectives, organizational stovepipes, and overlapping programs are significant impediments to meeting public needs.

The course will examine the new Grand Challenges in public administration through an examination of behavioral public administration, democracy, and managing public organizations. Participants will be encouraged to seek innovative and ambitious goals to develop paradigm shifts in thinking and significant changes in government functioning that will generate large individual, governmental, and societal impacts. Moreover, participants in this course will learn how to lead and manage the public interest by thinking critically, solving problems, and making evidence-informed decisions in a complex and dynamic environment.

### PROGRAM OBJECTIVES

The new public administration requires developing interdisciplinary leaders and managers.

To address the Grand Challenges in the new public administration, the course provides an integrated approach to understanding and learning about public administration. The program will integrate public administration with public organizational theories and behavioral science theory. Participants will learn about public administration through the management of organizations, people, and law in the public sector.

Joining the program will raise participants' career development potential and abilities, skills, and knowledge for changing their public organizations through the Grand Challenges of the 21st century.

### WHAT YOU WILL LEARN

Day 1	Day 2	Day 3	Day 4	Day 5
Behavioral Public Administration	Public Organization Theories	Leading and Managing Public Service Ethics Across Sectors	Public Governance and Policy-Making in Networks	Managing and Measuring Performance in Public Organizations

### PROGRAM SCHEDULE

February 19, 21, 24, 26, 28, 2025  
1:30 PM to 5:00 PM (GMT+08) on all dates

### PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

### PROGRAM FEE

PHP 25,990.00 or USD 473.00\*

\*The prevailing exchange rate at the date of payment may apply.

### YOUR PROGRAM FACULTY



Monica Thiel, Ph.D  
Assistant Professor  
Asian Institute of Management

To find out how you can participate, contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>





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## KEY BENEFITS

### Well-Structured Program and World-Class Faculty

The online program offers a venue for high-impact learning through interactive lectures and case study discussions. The participants will learn from AIM's world-class faculty, industry leaders, and practitioners' networks.

### Gain an Integrated Perspective of Public Organizations and Governance

The program helps leaders, managers, supervisors, and individual contributors to develop a broader public perspective and a deeper understanding of how to govern public organizations.

### Enhanced Understanding of Government Authority, Political Systems, and Influential Leadership Skills

The program enhances the participants' capability to lead and manage in cross-functional settings while simultaneously developing leadership and management skills and abilities.

## WHO SHOULD ATTEND

Public leaders and management officials in all government agencies, government relations leaders and managers in business, community leaders, lobbyists, and policy advisors seek to develop their knowledge and skills to modernize and reinvigorate public service and to develop new approaches to public governance and engagement.



FOR INQUIRIES:

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## Your Program Faculty



Monica Thiel, Ph.D.  
Assistant Professor  
Asian Institute of Management

Dr. Monica Thiel is a faculty member at the Asian Institute of Management with several years of teaching and research experience. Currently, Monica is a member of the Academy of Management. Monica is an Associate Editor for *Frontiers in Psychology*, *Organizational Psychology*, an editorial board member for *The International Journal of Innovation and Sustainable Development*, *Group and Organization Management*, and *Discover Sustainability*. In addition, Monica is an Associate Editor, Co-Editor and author of books, research topics and journal articles about corporate and government responsibility and sustainable development. Monica has professional experience in multinational corporations, nonprofit organizations, small-medium enterprises, government and military in industries such as science, finance, healthcare, and research. Her current research interests include Government, Business and Society, Strategic Management and Organizations, Organizational Psychology, Sustainable Development, Governance, Ethics, and Competitiveness.



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## Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice and, ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Successfully completing the program earns participants One (1) unit, which can be credited to the following:

- Postgraduate Certificate in Public Administration and Governance

\*Postgraduate Certificates require five (5) units earned within two (2) years.

Participants will also earn One (1) unit, which can be credited to the Post-Graduate Diploma in Management.

\*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

### ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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