

Public and Private Governance

UGRA_013012

Departments	Department of Society, Politics, and Sustainability
Language	English, Spanish
ECTS	7
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Course objectives

Governments in advanced democracies need to respond to demands from increasingly developed, complex, and interdependent societies in a global economy. These changes in the social and economic setting underscore the need for public entities to find synergies among the public sector, the private sector, and society, their resources, capabilities, and knowledge to be able to satisfy collective needs. Major challenges such as inequality, climate change, and an ageing population cannot be overcome without collaboration among public institutions, companies, and civil society.

Despite international institutions' extensive promotion of public-private partnerships over the years, these collaborative projects face difficulties in terms of their management and the actors' ability to understand each other, potentially generating opposition to and negative public perception of these projects and resulting in their ensuing cancellation.

The Public-Private Governance course provides students an integral and general view of the ecosystem in which public and private-sector institutions operate, while also providing them a global perspective of the market, the public sector, society, and how they all interrelate.

By combining theoretical frameworks and their application to real case studies, this course provides students an evidence-based focus to be able to address problems associated to public-private partnerships and to have in-depth knowledge of their potential, risks, and challenges, all from a strategic management perspective and in a context of growing mistrust in public institutions and ever-increasing demands from citizens.

In particular, the Public-Private Governance course emphasizes how companies and public administrations can create both economic and social value, overcoming the traditional distinction between social and economic interests to advance, identify synergies, and make the most of situations in which society, companies, and public administrations' interests intersect.

The course also aims to familiarize students with the role governments play in their countries' development and how they can galvanize and make the most of the private sectors' resources, capabilities, and knowledge to enhance the quality and sustainability of public services and help create more inclusive and sustainable societies.

Upon successfully completing this course, students will:

- Understand the interdependent relation between the public and private (for and not-for-profit) sectors to have social impact.
- Be aware of the potential and limits of public-private partnerships from a strategic management point of view.
- Understand the strategic management challenges associated to public contracting as a means to implement public policies.
- Understand the impact that public-private collaboration has on market development and competition.
- Be aware of public-private partnership trends in the most advanced countries.

Towards the end of the course, students are expected to have acquired a solid conceptual framework of reference and to be able to critically reflect on these partnerships to be able to address real-world problems. They should be able to understand, discuss, and define the most appropriate collaboration model for every social, economic, and political setting.

This course fully focuses on competencies such as critical thinking, the application of knowledge for decision-making, achieving results, and developing students' creativity and effective communication skills.

Description

Course contribution to the program

The Public-Private Governance course aims to help students understand the factors that condition the success of these partnerships and that improve trust and cooperation between the different actors. The course combines theoretical concepts with case studies to prepare students to be able to address related problems and gain an in-depth understanding of the potential, risks, and challenges that public-private partnerships face, all from a strategic management point of view.

In this respect, and to provide students a competitive advantage in terms of their future careers, students need to be familiar with the impact that governments have on market development and society as a whole, as well as to be able to identify public-private partnership models that can create value for both society and companies.

The Public-Private Governance course thus provides students with an integral and general view of the ecosystem in which public institutions and private entities operate and a global view in which the market, the public sector, and society interrelate.

By combining theoretical frameworks with their application to real case studies, this course prepares students by providing them an evidence-based focus to address problems and become fully aware of the potential, risks, and challenges that public-private partnerships face, all from a strategic management perspective and in a setting of growing mistrust in public institutions and rising demands from citizens.

Bibliography

Students will find a selection of readings, case studies, videos, and websites in Moodle.

Activities

In-class discussions and dialogue

Presentation/discussion. The format is that of a lecture/debate. These sessions focus on presenting and discussing the different public-private partnership and collaboration frameworks, concepts, and theories. Guest experts will also take part in these sessions.

Readings

This includes presenting the readings in class, analyzing their key arguments, and developing students' critical thinking, helping them further their learning by providing them constructive feedback.

Case studies

The case study method is one of the most effective pedagogical tools to improve students' analytical and decision-making skills, requiring them to actively participate in the decision-making process.

Project preparation and presentation

Students will begin working on this project at the start of the course, presenting and turning it in at the end of the term. Faculty will provide tutoring and guidance to help students with their projects.

Content

#	Module
1	The modernization of public administrations and public-private partnership contributions. This first subject block serves to provide students a view of governing in advanced democracies and the new means to respond to societal needs and problems.
2	The public-private partnership conceptual framework. In this section, students will be introduced to the conceptual framework for these types of collaborative efforts, the distinctive traits which differentiate the public and private sectors, and the differences in power and responsibilities that these actors have with respect to society. The aim is for students to be able to identify how these differences affect the actors' behaviors and to become familiar with the fundamental elements required to ensure the projects' success.
3	Types of public-private partnerships: Their design, structure, and implementation. This block focuses on analyzing the different types of collaborative efforts and how to choose the most appropriate model. We will carry out an in-depth examination of public service outsourcing and partnerships that go far beyond mere exchanges, aiming instead to achieve the common good and benefit society. These include partnerships and public-private alliances.
4	A strategic view of public-private partnerships. This section analyzes the strategic management of public-private partnerships as a tool to satisfy public interest and intervene in the country's economic, social, and political life. This model can also help correct certain behaviors by economic agents and rebalance the distribution of wealth to achieve a more inclusive society.

Assessment

Tool	Assessment method	Category	%
In-class analysis and discussion of diverse topics	In-class participation	Both ordinary round and retake	20%
Individual final project	Preparation and presentation of a project	Both ordinary round and retake	30%

Tool	Assessment method	Category	%
Written and/or oral exams	Final exam	Both ordinary round and retake	50%

PROGRAMS

113S-Bachelor in Law Exchange Program (Undergraduates: Law)
113S Year 1 (elective)

G114-Global Governance Exchange Program (Undergraduates: Law)
G114 Year 1 (elective)

GDL19-Double Degree in Law and Global Governance, Economics and Legal Order (Undergraduates: Law)
GDL19 Year 4 (elective)

GDL20- Double Degree in Law and Global Governance, Economics and Legal Order (Undergraduates: Law)
GDL20 Year 3 (elective)

GEL19-Bachelor in Global Governance, Economics and Legal Order (Undergraduates: Law)
GEL19 Year 3 (elective)