

Public-private collaboration in contemporary governance

UGRA_016256

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| Departments | Department of Society, Politics and Sustainability |
| Teaching Languages | Spanish |
| ECTS | 5 |
| Teacher responsible | Reig Majoral Monica - monica.reig@esade.edu |

Course Goals

This class focuses on public-private partnerships in different, contemporary governance scenarios and provides students a holistic understanding of the synergies and complementarities needed between the public and private sectors to address societal needs. Challenges such as climate change, demographic shifts, AI, and growing inequality underscore the need for public administrations to maximize these synergies among all social players, their resources, and knowledge to address these challenges and provide effective responses to meet citizens' needs.

This collaboration between governments, the business community, and civil society has become fundamental for public administrations. To a considerable extent, this collaboration is implemented through government procurement contracts. Consequently, this class will develop students' strategic view of government procurement, a tool that public bodies can use to intervene in economic, social, and political life, with the significant implications this has for markets and countries' competitiveness.

Despite the long-standing promotion of these public-private partnerships by key international institutions, these collaborative projects entail challenges related to their management and the different parties' ability to understand each other, leading to poor coordination between them, negative opinions among citizens, and, at times, the initiatives' termination.

LEARNING OBJECTIVES

Upon successfully completing this class, students are expected to:

Have gained sufficient knowledge to fully understand the interactions between the public sector, the market, and civil society.

Have developed a solid understanding of the synergies between the public sector and for and not-for-profit private actors to have positive social impact.

Be able to identify and assess diverse types of public-private partnerships, including their potential, risks, and challenges, to improve their governance and ensure they function efficiently.

Be able to compare situations in other countries and analyze current public-private partnership trends.

Have developed a strategic vision and the management skills needed in the public procurement area to be able to effectively implement public policies.

Upon completing this class, students are expected to have developed a solid conceptual framework regarding public-private partnerships in today's highly complex, interdependent, and globalized setting, enabling them to critically reflect on these partnerships and address real-world challenges with solutions based on:

Identifying the most appropriate public-private partnership model for each scenario; identifying the governance model for that partnership; and determining how to generate economic and social value through the partnership and improve the promotion of public-private partnerships, in general.

Teaching methodology

To achieve the class objectives, we will combine lecture classes with in-class discussions and analyses of real case studies.

Lectures/discussions with a lecture class/debate structure. These sessions are dedicated to introducing and discussing the different public-private cooperation frameworks, concepts and theories. External experts will be invited to take part in some of these sessions. These lecture/discussion sessions generally include assigned readings (articles or book chapters). Students have to make every effort possible to read the week's required readings and to prepare them to be able to describe their content and debate on some of the ideas in class. Students are expected to read and study the assigned material before each session in order to ensure sessions are dynamic and to enrich the in-class discussions.

Case studies. The case study methodology is one of the most effective pedagogical tools to develop students' analytical and decision-making skills. Consequently, students are required to actively participate in decision-making exercises. Similarly, case studies represent a tool for students to apply the theories, concepts and frameworks addressed and debated on in class or which are described in the assigned readings.

Description

Course contribution to program

This class helps students identify and understand the key factors that condition the promotion and success of these public-private partnerships. It combines theoretical concepts with practical case studies to prepare students to address these potential problems and gain an in-depth understanding of these partnerships' potential, their risks, and challenges from a strategic management perspective. This class provides students the knowledge they need to be able to identify collaboration models which generate value for both society and businesses.

Short description

Transforming public administrations, contemporary governance perspectives:

Today's interdependency between public institutions, private companies, and the third sector is a central element of contemporary economies. This collaboration can adopt a wide variety of formats and is a key factor in determining countries' international competitiveness. In this first subject block, we will explore the vision of the State in advanced democracies and the new ways to respond to society's needs and problems.

Partnership structures and models:

This second block serves to analyze different organizational structures and collaborative models between the public and private sectors: public-private partnerships (PPP), concessions, joint ventures, and service contracts, among others.

Success factors and risks:

In this block we will identify the key factors which can impact the success of public-private partnerships, including objective alignment, risk management, transparency, accountability, and citizen participation. We will also analyze common risks and challenges, such as the resistance to change, a lack of trust, and cultural differences between sectors.

Focuses and methodologies to manage public-private partnership projects:

The last block centers on strategic planning as a means to ensure that projects achieve their established objectives and provide value to both the public and private sectors as well as society, in general.

Bibliography

, Students will find a selection of readings, case studies, videos, and websites on the Moodle platform.

Activities

In-class discussions and debates

In-class sessions and debates. These generally require students to prepare preassigned readings (articles or book chapters) prior to the different sessions. In class, students will present the content of those readings and debate the authors' ideas.

Readings

Students are, thus, expected to read and study the assigned material prior to each class, the aim being to make class sessions more dynamic and enrich the in-class discussions.

Interaction with visiting guest professionals

Guest speakers will be invited to take part in these sessions.

Project development and presentation

The aim of these individual final projects is to help students gain an overall view of the subjects addressed in class and demonstrate their practical application.

Content

| # | Topic |
|---|---|
| 1 | Transforming public administrations, contemporary governance perspectives: Today's interdependency between public institutions, private companies, and the third sector is a central element of contemporary economies. This collaboration can adopt a wide variety of formats and is a key factor in determining countries' international competitiveness. In this first subject block, we will explore the vision of the State in advanced democracies and the new ways to respond to society's needs and problems. |
| 2 | Partnership structures and models: This second block serves to analyze different organizational structures and collaborative models between the public and private sectors: public-private partnerships (PPP), concessions, joint ventures, and service contracts, among others. |
| 3 | Success factors and risks: In this block we will identify the key factors which can impact the success of public-private partnerships, including objective alignment, risk management, transparency, accountability, and citizen participation. We will also analyze common risks and challenges, such as the resistance to change, a lack of trust, and cultural differences between sectors. |
| 4 | Focuses and methodologies to manage public-private partnership projects: The last block centers on strategic planning as a means to ensure that projects achieve their established objectives and provide value to both the public and private sectors as well as society, in general. |

Assessment

| Tool | Assessment tool | Category | Weight % |
|--------------------------|--------------------------|---------------------------|----------|
| Final individual project | Individual final project | Retake and ordinary round | 0.50% |

| Tool | Assessment tool | Category | Weight % |
|-------------------------------------|-----------------------------------|---------------------------|----------|
| Participation in program activities | Individual in-class participation | Retake and ordinary round | 0.50% |

PROGRAMS

- 113-Law Exchange Program (Undergraduates: Law)
 - 113 Year 1 (Optative)
- 113S-Law Exchange Program (Undergraduates: Law)
 - 113S Year 1 (Optative)
- GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
 - GBD20 Year 4 (Optative)
 - GBD20 Year 3 (Optative)
 - GBD20 Year 5 (Optative)
- GBD23-Double Degree in Business Administration and Law (Undergraduates: Law)
 - GBD23 Year 4 (Optative)
 - GBD23 Year 3 (Optative)
 - GBD23 Year 5 (Optative)
- GED20-Bachelor in Law (Undergraduates: Law)
 - GED20 Year 3 (Optative)
 - GED20 Year 4 (Optative)