



PROJECT NOTIFICATION

Ref. No.: 22-IP-15-GE-DLN-A-PN2200048-003

Date of Issue	18 May 2022
Project Code	22-IP-15-GE-DLN-A
Title	APO e-Course on Behavioral Public Administration
Launch Date	31 August 2022
Hosting Country(ies)	APO Secretariat
Modality	Digital Learning
Implementing Organization(s)	APO Secretariat
Participating Country(ies)	Open
Overseas Participants	Not Applicable
Local Participants	Not Applicable
Qualifications of Participants	Open
Nominations of Participants	Not Applicable
Closing Date for Nominations	Not Applicable

1. Objectives

- a. Understand the theories and concepts of behavioral public administration to enhance public-sector performance and productivity.
- b. Learn about best practices of behavioral public administration through its use and applications.
- c. Impart knowledge of the integration of behavioral approaches in public-sector administration.

2. Background

Behavioral public administration is a subfield that deals with the integration of theories and methods from psychology in the study of public administration. It has three main components: 1) uses individuals and groups of citizens, employees, and managers within the public sector as units of analysis; 2) emphasizes the behavior and attitudes of these groups; and 3) integrates insights from psychology and the behavioral sciences in the study of public administration. As governments face increasing challenges in addressing the growing complexity of society including citizens' rising expectations regarding the quality, availability, and effectiveness of government services, public-sector performance and productivity must continually be upgraded.

Behavioral public administration is a developing theory that provides complementary approaches to policy design and implementation. While behavioral economics describe individual decision-making with alternative objectives to traditional utility maximization, behavioral public administration shifts the reliance on traditional causal models toward actual behavior as governments improve their governance and administrative ability.

This course aims to contribute to the enhancement of public-sector performance and productivity through better administrative leadership and improved public management and administration. The course will offer practical explanations of the basic concepts and principles of behavioral public administration and present best practices of its applications in the public sector.

3. Modality of Implementation

- a. The course is offered through the APO e-learning platform: <https://www.apo-elearning.org>
- b. Participants should register on this portal and create their own accounts.
- c. Certificates of completion will be provided for those who satisfactorily complete all the modules of the course, including quizzes and a final examination.

4. Scope and Methodology

The course will comprise five modules:

Introduction

Module 1:

Theory and concept of behavioral public administration

Module 2:

Uses and benefits of behavioral public administration in public services and policymaking

Module 3:

Behavioral approaches to public administration: Discussions on future developments of advanced behavioral public policy

Module 4:

Applications of behavioral public administration

Module 5:

Behavioral approaches to public policy, regulation, and governance

Self-assessment quizzes and a final examination

Methodology

Module study, additional study material for participants, quizzes for self-assessment, and a final examination.

5. Requirements

- a. Have necessary devices and software comprising a computer/smartphone, updated browser, microphone, and speaker or headphones.
- b. Access to internet connections.
- c. Completion of all the modules, quizzes, and final examination.
- d. The APO e-certificate will be given to participants who score a minimum of 70% on the final examination.

6. Financial Arrangements

The APO will meet the assignment costs for a resource person(s) to develop the course modules including quizzes and a final examination.

7. Actions by APO Members

- a. Promote the courses nationwide.
- b. Provide the link to the APO e-learning platform on NPOs' websites and social network services.

8. Actions by the APO Secretariat

- a. Identify and assign the resource person(s) to develop the course.
- b. Announce course commencement on the APO website and social network services.



Dr. AKP Mochtan
Secretary-General