



*Training Course:  
Public Service Management*

*16 - 20 June 2025  
Baku (Azerbaijan)*

## Training Course: Public Service Management

Training Course code: MA234800 From: 16 - 20 June 2025 Venue: Baku (Azerbaijan) - Training Course Fees: 5500 € Euro

### Introduction

The globalization of political, social, economic, legal, cultural, and technological contexts has fueled the need to modernize public services. With the increasing demands of citizens for better quality and efficiency and increased convenience, modernization is no longer an option but has become a necessity. If a country needs to remain competitive in the global market, so it cannot rely on traditional means.

The users of public services are increasingly becoming tech-savvy and need more convenience and efficiency in the usage of these services; hence, up-gradation and appropriate use of information technology is extremely necessary for the public sector to support its customers in the best way possible.

Modernization of public services acts in many ways but mainly results in grown efficiency, increased unsophistication, greater consistency in quality of service, and better public fund management. Modernization also helps increase interaction between the government and citizens and thus helps plan public sector reforms in line with the expectations of users

Introducing the concept of e-Governance is synonymous with building an information society, which has two pillars technological innovation and global networking. While technology is at the crux of modernization, technological innovation and advancement alone will not lead to successful modernization.

Unification and equalization of legal norms and legislations, upskilling of public sector professionals, gaining economic independence, and improving international connections are some of the contributors to modernizing the public services. Modernization requires reform at all stages, be it fundamental changes in the methods of work of the government, in behaviors and work ethic or value systems within the organization Decentralization is also an important factor of modernization in the public sector.

This Global Horizon training course will empower you with in-depth knowledge of the need for modernization of the public services and the necessary steps to successfully introduce modernization in the public sector.

This Certificate in Public Service Management course will cover e-Governance in detail, which is the need across any domain these days. This, in turn, will ensure that you are competing not just to work in your role within your organization, but are competent enough to think and work across any domain in any of the sectors—public, mixed, or private.

The knowledge and experience gained through this course will help you set up your organization for success, thus securing your future in a promising organization, and contribute to society by playing an important role in providing better, faster, and more convenient services to the public.

### Objectives

The main objective of this Certificate in Public Service Management course is to empower public sector professionals with:

- Complete knowledge and information of principles, trends, and practices related to modernization.
- Complete experience and knowledge of tools and techniques instrumental in the successful implementation of e-Governance.
- The skill to handle new technologies and software under the modernization initiative.
- A broader perspective to develop and present a strategy for the modernization of public services offered by

an organization.

- Experience to devise possible ways to solve current problems and overcome challenges.
- The capability to make the best use of innovation within the public sector for improving all aspects of services provided to citizens.

## Methodology

Training at Global Horizon Center, Talent Solutions is delivered in various formats, customized to the training content, trainee or trainee group background, etc. The course content is delivered through presentations and discussions by the trainer, who also encourages questions and experience sharing at relevant time points during the course delivery to foster two-way participation.

There are case studies, role-plays, and group competitions and assignments that further help bring about variation and garner interest in the topic.

The course follows Global Horizon Training Center Talent Solutions' Do-Review-Learn-Apply Model. Organizational Benefits for Public Service Management

With public sector professionals attending the Certificate in Public Service Management course, the organization will benefit in the following ways:

- A more equipped workforce to initiate and manage the implementation of modernization of public services through various steps within the organization
- Increased innovation and change suggestions from employees for improving the service offering
- Better, faster, and more convenient services to citizens as a result of collective efforts of all public sector personnel
- A more skilled and willing workforce who are technically equipped to handle and manage change as a result of modernization
- More planned and successful public sector reforms, with the optimal return on investment of efforts, funds, and time.
- Lesser risk as a result of changes to introduce modernization of public services
- Increased client satisfaction because of improved services
- A happier, more motivated, more satisfying work culture
- A competitive advantage in the global market space
- Personal Benefits for Public Service Management
- Through this Certificate in Public Service Management course, public sector professionals will derive the following benefits:
  - In-depth understanding of E-Governance and the necessary experience to manage the successful implementation of the same

- Increased skill and capability to accept and manage change within the organization, as a result of modernization initiatives
- Ability and confidence to drive public sector reforms and derive the maximum benefits out of all efforts, time and funds invested
- A more secure career within the organization by stabilizing and standardizing the organization's policies, work, processes, etc. to global market standards
- Increased knowledge and skill to work with the latest technologies for faster and more efficient output
- Increased capability, potential, and competency to work not just in the public sector but also in the mixed and private sectors
- Increased agility and preparedness to undertake additional roles and responsibilities, thus ensuring faster growth and progression for oneself
- Contributing to society and the quality of life of citizens by making public services more convenient, faster, and better in terms of quality.

## Target Audience

- Directors, members of the Board, and other top management members of a public sector organization - to thoroughly understand all critical aspects of modernization of public services.
- Human resource professionals responsible for creating an innovative, value-based, growth-oriented, highly skilled work culture for better results in terms of efficiency, quality, and innovation.
- Auditors and compliance officials responsible for ensuring transparency and integrity of information and facts reported by public sector organizations as modernization would involve a great deal of transparency and more involvement of citizen and civic societies
- Any other public sector personnel who can contribute to the overall improvement and modernization of public services
- Any non-public sector personnel interested in e-Governance and public sector innovation through reforms, who wishes to make a difference in the service delivery by public sector organizations

## Outlines

Day 1  
Overview of Modernization

□ Definition of modernization

- The need for modernization
- Some examples of modernization undertaken in the mixed and private sectors
- Stepwise plan for a successful modernization initiative

#### Advantages of Modernization of Public Services

- Established operations on democratic governance and rule of law involvement of citizens and civic societies
- Long-term, well-established, sustainable operations and streamlined administrative procedures
- Reduction in the risk of corruption and other fraudulent practices in the public sector
- Youthful and aggressive workforce for more innovation and better crisis management
- Improved quality of life of citizens through better service delivery
- Increased accountability and transparency corporate integrity to society

#### Day 2

##### Avenues for Modernization Reforms in the Public Sector

- Citizen and business engagement
- Investment and resourcing
- Policy, data, and innovation
- Organization structure and operation
- Workforce and culture
- Overall productivity

##### E-Governance

- Definition of e-Governance
- Components of e-Governance
- Steps to successfully introduce the concept of e-Governance

#### Day 3

##### Open Government Partnerships

- Definition of Open Government Partnerships

- Relation of Open Government Partnerships to modernization

- Aims of this initiative

- Benefits of this initiative

Steps to Modernizing Public Employment as part of the Modernization of Public Services

- Increasing managerial flexibility, accountability, and authority

- Increasing benefits and perks to result in greater and more skilled recruitment in the public sector

- More structured and employee-friendly employment contracts and agreements

- More performance-based incentivization

- Faster, performance-driven, non-tenure-based vertical and lateral progression

#### Day 4

##### Success Factors of Modernization of Public Services

- Involvement and character of the state/local governments

- Relationship between central and local governments

- Democratization/decentralization

- Social reforms

- Technology

- Technically equipped and skilled employees

#### Day 5

##### Challenges to Modernizing the Public Services and Ways to Overcome These

- Resistance to change by public sector professionals

- Political pressure and interference

- Unskilled workforce and traditional work culture

- Shortage of public resources

- Lack of accountability and transparency

- Insufficient and mismanaged public fund spending

## Registration form on the Training Course: Public Service Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
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