



*Training Course:  
Public Service Management*

*14 - 18 June 2027  
Baku (Azerbaijan)*

## Training Course: Public Service Management

Training Course code: MA234777 From: 14 - 18 June 2027 Venue: Baku (Azerbaijan) - Training Course Fees: 5775 € Euro

### Introduction

The increasing expectations of citizens and the rapid advancement of technology have made the modernization of public services a strategic necessity. The [Certificate in Public Service Management](#) program is designed to equip public sector professionals with the knowledge and tools required to enhance service delivery, improve efficiency, and implement effective e-Governance initiatives.

This program focuses on modernization strategies, digital transformation, and public sector reforms, enabling organizations to deliver more transparent, accountable, and citizen-centric services. It also highlights the role of innovation, technology, and organizational change in building efficient and sustainable public institutions.

### Course Objectives

By the end of this program, participants will be able to:

- Understand the principles, trends, and practices of public service modernization
- Apply tools and techniques for implementing e-Governance initiatives
- Utilize modern technologies to enhance public service delivery
- Develop strategies for improving efficiency and service quality
- Identify and address challenges in public sector transformation
- Promote innovation and continuous improvement within public organizations
- Design modernization plans aligned with organizational goals

### Target Audience

This program is designed for:

- Directors, Board Members, and Senior Management in Public Sector Organizations
- Human Resources Professionals in Government Entities
- Auditors and Compliance Officers
- Public Sector Managers and Administrators
- Professionals involved in public service delivery and reform initiatives
- Individuals interested in e-Governance and public sector innovation

### Outline

#### Day 1 - Foundations of Public Service Modernization

- Definition and concept of modernization in the public sector
- The need for modernization in a globalized environment
- Key drivers of public service reform
- Examples of modernization in public and private sectors
- Benefits of modernization: efficiency, transparency, and service quality
- Role of governance, accountability, and citizen engagement

#### Day 2 - E-Governance and Digital Transformation

- Definition and components of e-Governance
- Role of technology in public sector modernization
- Steps for implementing e-Governance initiatives
- Enhancing citizen and business engagement through digital platforms
- Policy, data, and innovation in public service delivery
- Organizational restructuring for digital transformation

#### Day 3 - Workforce and Institutional Development

- Role of human capital in public sector transformation
- Building a skilled and innovative workforce
- Public sector employment reforms and performance management
- Incentive structures and career development frameworks
- Open Government Partnerships and collaborative governance
- Enhancing transparency and accountability

#### Day 4 - Success Factors and Governance Structures

- Key success factors in public service modernization
- Role of central and local governments
- Decentralization and democratization in public administration
- Social and economic reforms supporting modernization
- Technology adoption and capacity building
- Strengthening institutional governance frameworks

#### Day 5 - Challenges and Implementation Strategies

- Common challenges in public sector modernization
- Managing resistance to change
- Addressing political and organizational constraints
- Resource management and funding challenges
- Improving accountability and transparency mechanisms
- Developing actionable strategies for sustainable reform

## 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: .....  
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### 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
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### Easy Ways To Register

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E-mail to us :  
info@gh4t.com  
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Complete & return the  
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