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Module Code:	ONL726
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Module Title:	Evaluation and Performance Measurement in the Public Sector
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Level:	7	Credit Value:	15
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Cost Centre(s):	GABP	JACS3 code:	L231 Public administration
		HECoS code:	100090 public administration

Faculty	FSLS	Module Leader:	Delyth Wyndham
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Scheduled learning and teaching hours	15 hrs
Placement tutor support	0hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total contact hours	15 hrs
Placement / work based learning	0 hrs
Guided independent study	135 hrs
Module duration (total hours)	150 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
Master of Public Administration (MPA) Project Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only		
Initial approval:	19/06/2020	Version no: 1
With effect from:	01/09/2020	
Date and details of revision:		Version no:

Module Aims	
To examine evaluation and performance measurement in context and reflect upon the utility of theoretical and applied models.	
To engage with tools and techniques which enhance understanding of project/programme outcomes.	

Module Learning Outcomes - at the end of this module, students will be able to	
1	Demonstrate knowledge and understanding of performance measurement and the ability to communicate effectively via visual methods accessible to wider audiences
2	Appropriately utilise and interpret results of the application of analytic methods and evaluation concepts
3	Analyse the concepts of performance measurement and evaluation and critically evaluate the distinction drawing upon the literature

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
CORE ATTRIBUTES	
Engaged	I, A
Creative	I, A
Enterprising	
Ethical	
KEY ATTITUDES	
Commitment	I, A
Curiosity	
Resilient	
Confidence	I, A
Adaptability	I, A
PRACTICAL SKILLSETS	
Digital fluency	I, A
Organisation	I, A
Leadership and team working	I
Critical thinking	I, A
Emotional intelligence	
Communication	I, A

Derogations
None

Assessment:

Indicative Assessment Tasks:

- 1: Poster (750 words) to illustrate the characteristics of useful performance indicators
- 2: Report (1,050 words) prepare a cost-benefit analysis or a cost-effectiveness analysis for a project
- 3: Essay (1,200 words) on the difference between performance measurement and evaluation

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1	Poster Presentation	25%
2	2	Report	35%
3	3	Essay	40%

Learning and Teaching Strategies:

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. Online learning materials will be provided as weekly sessions whereby the student is required to log-in and engage on a regular basis throughout the eight-week period of the module. There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks.

The use of a range digital tools via the virtual learning environment together with additional sources of reading will be utilised to accommodate accessibility. The basis for working with online materials will be through self-directed study and regular online communication with peers/tutors. Students are encouraged to interact with each other and tutors through a range of communication tools. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.

Syllabus outline:

- Performance measurement and performance management
- Project and programme evaluation
- Evaluation methods
- Analytic methods
- Economic evaluation (including cost-benefit analysis and cost-effectiveness analysis)
- Performance measurement for accountability and performance improvement

Indicative Bibliography:
Essential reading
McDavid, J.C., Huse, I. and Hawthorn, L.R. (2018), <i>Program Evaluation and Performance Measurement: An Introduction to Practice</i> . London: Sage.
Other indicative reading
Pidd, M. (2012), <i>Measuring the Performance of Public Services: Principles and Practice</i> . Cambridge: Cambridge University Press. Journal of Benefit-Cost Analysis Journal of Public Administration Research and Theory Public Administration Review