



OLive 10

Introduction to Public Policy

OLive-Plus 2019

Seminar Leader: Daniela Crăciun

Email: d.craciun@berlin.bard.edu

Credits: 8 ECTS, 4 U.S. credits

Course Schedule: Tuesdays, 10:45-12:15 & Wednesdays, 15:45-17:15

Consultation Hours: Tuesdays, 13:00-14:00

Course Description

The course is designed to introduce you to the fundamental concepts, authors and theoretical insights of public policy. The goal of this introductory course is to build your knowledge of the subject of public policy and to assist you in making competitive applications to study public policy at master's level.

Learning Outcomes

During the course, you will acquire the tools to think about public policy in theoretical and analytical terms. Key learning outcomes include:

- an introductory knowledge of the fundamental concepts of public policy
- an ability to engage in critical reading of public policy texts
- an ability to communicate the outcomes of policy analyses to a target audience both verbally and in writing

Requirements and Grade Breakdown

The course will be assessed through a combination of assignments which are designed to achieve the overall goals and learning outcomes of the course. All written assignments must be submitted in electronic format.

Assignment	Length	Weight	Deadline
Participation in class	Throughout the semester	20%	Week 1-Week 17
WORKSHOP 1 Factsheet & individual presentation in class	1 page + 15 minutes presentation + 10 minutes Q&A	10%	Week 5 (Monday, 30 September)
WORKSHOP 2 Op-ed	1500 words	20%	Week 9 (Monday, 4 November)

WORKSHOP 3 Review of an academic article	500 words	10%	Week 11 (Monday, 18 November)
WORKSHOP 4 Policy memo	2500 words	40%	First draft: Week 15 (Monday, 16 December) Final draft: Week 16 (Monday, 6 January)

Participation in class: You are expected to attend all the classes, prepare the required reading for each class, and actively participate in class discussions. You will be assessed on the quality and quantity of your contributions. The highest grades for participation will be awarded to those who make valuable contributions to class discussions and demonstrate an understanding of and engagement with the readings. Attending without contributing to group work or class discussions will only earn you a minimum pass. Expect occasional short quizzes based on the readings or previous sessions.

Fact sheet and Individual presentation in class: After WORKSHOP 1 you will have to write a factsheet on a policy issue of choice and present it individually in class. The issue covered can be from any area of public policy (e.g. education, defense, health, environment, agriculture, migration, etc.) and context (e.g. local, national, regional, global). The factsheet and presentation will be judged on their clarity, quality of evidence presented and your ability to master the topic and present it in a persuasive way.

Op-ed: After WORKSHOP 2 you will have to write an op-ed (open editorial) article. This is an essay in which you present your expert opinion or insight on a specific policy problem or current political debate. Op-eds are used to raise awareness about an issue or convince others about the direction in which a policy should go. You may write as yourself or as a hypothetical representative of a fictive or real organization. The assignment should include a footnote/endnote with the name and short description of the media outlet (e.g. newspaper/magazine/blog/social network) in which you would like to publish your op-ed and the reason why you think this outlet is suitable for it. The op-ed will be evaluated based on its structure, writing style, internal logic and richness of the argument.

Review of an academic article: After WORKSHOP 3 you will have to write a short paper that offers a critical review of the methods, evidence and arguments raised in a peer reviewed journal article dealing with the topic you chose. The review should provide a substantiated critique of the academic article and take a position towards its scholarly contribution.

Policy memo: After WORKSHOP 4 you will have to write a policy memo on a topic of your choice (it can be the same topic as your fact sheet or op-ed). For this assignment, imagine that you are a staff member of a research service unit in the national parliament/ European Commission. A member of parliament/commissioner requests your assistance in coming up with a policy position on a specific issue and identifying various policy alternatives that could be used to address the problem/issue. The issue should be narrow and specific (e.g. housing crisis in Berlin, inner city pollution, tuition fees for public universities), rather than broad and general (e.g. education policy, health policy, foreign policy). Alternatively, the memo could focus on reforming existing legislation or policies that have failed or have attracted public uproar. Your policy memo should:

- (1) Identify a policy problem: What is the specific problem or issue that you seek to resolve? What is the background of this problem and how did it emerge? What are the consequences or implications of the problem that make it important and urgent to deal with?
- (2) Assess policy alternatives: What previous/current attempts have been made to solve the problem? Why have they been unsuccessful? What policy alternatives are available for solving the policy problem? What are the pros and cons of these policy alternatives?

- (3) Provide policy recommendations: What is the best possible policy solution? On what basis did you select it as the preferred course of action? What policy goals will it meet and what negative consequences will it minimize?
- (4) Reflect on your memo: What are the limitations of the process and the information you used to reach your conclusions? How could your findings and recommendations be strengthened in the future?

Academic Integrity

Bard College Berlin maintains the staunchest regard for academic integrity and expects good academic practice from students in their studies. You are expected to follow the university's code of academic integrity at all times throughout the course. Any work you submit must be your own original work. Make sure that you properly reference all the sources you use (e.g. books, journals, newspaper articles, websites, etc.). Cases of academic misconduct (e.g. cheating, plagiarism) in which you fail to meet the expected standards of academic integrity will be dealt with under the Code of Student Conduct, Section III Academic Misconduct.

Policy on Late Submission of Papers

As per Student Handbook guidelines, essays that are up to 24 hours late will be downgraded one full grade (from B+ to C+, for example). Essays that are more than 24 hours late may be rejected for grading, particularly if the explanation offered for the delay is not satisfactory. If a late essay is accepted for grading, it must be submitted within four weeks of the deadline and cannot receive a grade higher than C. Thereafter, you will receive a failing grade for the assignment.

Attendance

You are expected to attend ALL classes. In cases of absence caused by illness, students must inform their instructor and the Program Director in advance of the scheduled class. Students are expected to make up for any work missed in arrangement with their instructor.

Schedule

Course Structure

Week	General Theme	Topic
1	Introduction	Organizational issues. Course structure and evaluation.
2	The discipline and profession of public policy	The study of public policy
3		The profession of public policy
4		WORKSHOP 1: Persuasive communication
5		Public and private goods
6	Core concepts of public policy	Market failure
7		Government failure
8		WORKSHOP 2: Writing open editorials
ISW1		INDIVIDUAL STUDY WEEK 1
9	Analyzing policy issues	Open sessions for a policy topic of choice
10		WORKSHOP 3: Reviewing research
11	Public policy at different scales	The regulatory state
12		European Union public policy
13		Global public policy

14		WORKSHOP 4: Writing policy memos
15-ISW		COMPLETION WEEK & INDIVIDUAL STUDY WEEKS 2&3
2&3	Conclusion	
16		Democracy, public opinion and policy making for whom?
17		Summary of the main issues discussed during the course

Detailed Class Schedule

Every week we will be discussing one central topic to public policy. The weekly lectures will provide the building blocks of our discussions and seminars, but the readings will represent the cement to consolidate your knowledge about the topic. Only ONE reading is assigned for each week, but it is a COMPULSORY reading and you should read it carefully. Come to class prepared with notes and questions on the reading so that we can have a fruitful discussion. Read the news and see how you can apply the ideas, concepts, and theories we talk about in class.

If you want to read more on the topics that we discuss each week, check out the following handbooks in the library:

Weimer, D. L., & Vining, A. R. (2011). *Policy analysis: Concepts and practice*. New Jersey: Prentice-Hall.

Moran, M., Rein, M. & Goodin, R.E.(Eds.) (2008) *The Oxford Handbook of Public Policy*, Oxford: OUP.

Kraft, M.E., & Furlong, S.R. (2018) *Public Policy: Politics, analysis and alternatives*. Thousand Oaks: Sage.

WEEK 1 (2nd – 8th of September 2019) – Introduction to the course

In the first week, we will get to know each other and I will introduce the class, the syllabus and the assignments for the course. Moreover, we will survey the main topics of public policy and get a broad understanding of the types of issues we will cover in this course.

WEEK 2 (9th – 15th of September 2019) – The study of public policy

Questions of the week: What is public policy? How do we study it? What are the rationales and motivations for public policy?

Reading

Meier, J. (2009) 'Policy Theory, Policy Theory Everywhere: Ravings of a Deranged Policy Scholar', *Policy Studies Journal*, 37(1).

WEEK 3 (16th – 22nd of September 2019) – The profession of public policy

Questions of the week: What does a career in policy studies entail? Why learn public policy?

Reading

Chetkovich, C. (2003) 'What's in a Sector? The Shifting Career Plans of Public Policy Students', *Public Administration Review*, 63(6), p.660-674.

WEEK 4 (23rd – 29th of September 2019) – WORKSHOP 1: Persuasive communication

“In making a speech one must study three points: first, the means of producing persuasion; second, the style, or language, to be used; third, the proper arrangement of the various parts of the speech.” (Aristotle, 350 B.C.). Persuasive communication is key in public policy. The workshop is designed to train you to convincingly and effectively communicate public policy issues both in writing and orally.

WEEK 5 (30th of September – 6th of October 2019) – Public and private goods

Questions of the week: What are public goods? To what extent do they call for public action? Who should supply public goods?

Reading

Olson, M. (1971) *The Logic of Collective Action: Public Goods and the Theory of Groups*, Harvard University Press, ch1.

WEEK 6 (7th – 13th of October 2019) – Market failure

Questions of the week: What does a purely economic lens tell us about public policy? What are the limitations of such an approach? Who should fix market failures?

Reading

Weimer, D.L. & Viding, A.R. (2005) *Policy Analysis. Concepts and Practice*, Prentice Hall, ch.5.

WEEK 7 (14th – 20th of October 2019) – Government failure

Question of the week: What problems may governments encounter in the provision of public policy? Do governments tend to oversupply public policy? What factors contribute to policy failure?

Reading

Weimer, D.L. & Viding, A.R. (2005) *Policy Analysis. Concepts and Practice*, Prentice Hall, ch.8.

WEEK 8 (21th – 27th of October 2019) – WORKSHOP 2: Writing open editorials

Op-eds are used to raise awareness about an issue or convince others about the direction in which a policy should go. This workshop is designed to train you to write an op-ed on a policy issue of your choice.

IWS1 (28th of October – 3rd of November 2019) – INDIVIDUAL STUDY WEEK 1

WEEK 9 (4th – 10th of November 2019) – OPEN SESSIONS FOR A POLICY TOPIC OF CHOICE

You will be asked to choose a general policy issue that interests you (e.g. education policy, health policy, foreign policy) and we will discuss it during this week. The reading for this session will be established accordingly.

WEEK 10 (11th – 17th of November 2019) – WORKSHOP 3: Reviewing research

Reviewing the work of colleagues and other researchers constitutes an important part of public policy and academic work. You will be asked to choose an academic research article on the topic you chose for the open sessions (Week 10) and read it before class (please consult with me on the article choice). This workshop is designed to train you to review evidence from other research and write an academic review.

WEEK 11 (18th – 24th of November 2019) – The regulatory state

Questions of the week: What is the regulatory state and how did it come about? What does the change from a positive interventionist state to a regulatory state imply for public policy?

Reading

Majone, G. (1994) 'The Rise of the Regulatory State in Europe', *West European Politics*, 17(3), p. 77-101.

WEEK 12 (25th of November – 1st of December 2019) – European Union public policy

Questions of the week: Is there a trend towards the 'Europeanization' of public policy? Is 'Europeanization' as disappointing a term as it is fashionable? Should it be abandoned, or is it useful for understanding European transformations?

Reading

Olsen, J.P. (2002) 'The Many Faces of Europeanization', *Journal of Common Market Studies*, 40(5), p. 921-952.

WEEK 13 (2nd – 8th of December 2019) – Global public policy

Questions of the week: Is public policy a prisoner of the state or are there new spaces where global policies occur? What is global public policy? Who is involved in the delivery of global public policy?

Reading

Stone, D. (2008), 'Global Public Policy, Transnational Policy Communities, and their Networks', *Journal of Policy Sciences*, 36(10), p. 19-38.

WEEK 14 (9th of December – 15st of December 2019) – WORKSHOP 4: Writing policy memos

A policy memo is a practical and professionally written document that provides analysis and/or recommendations to a predetermined audience regarding a specific situation or policy issue. This workshop is designed to train you to write a policy memo on a policy issue of your choice.

WEEK 15-ISW2&3 (16th of December 2019- 5th of January 2020) – COMPLETION WEEK & INDIVIDUAL STUDY WEEK 2 & 3

WEEK 16 (6th – 12th of January 2020) – Democracy, public opinion and policy making for whom?

Questions of the week: What are the prospects and practices for transparency, and representation in policy at local, national and international levels of policy development? Will public policy always be an elite endeavor?

Reading

Schneider, A. & Ingram, H. (2007) 'Public Policy and Democratic Citizenship: What Kinds of Citizenships Does Policy Promote?' in Fischer, F. Miller, G.J. & Sidney, M.S. (eds.) *Handbook of Public Policy Analysis: Theory, Politics and Methods*, CRC Press.

WEEK 17 (13th – 17th of January 2020) – Conclusion

This week we will briefly summarize the main issues we discussed during the course.
