Fulbright School of Public Policy and Management
Master in Public Policy
Academic Year 2018-2019
Fall Term

SYLLABUS
Introduction to Public Policy

Teaching Team

Instructor: Nguyen Xuan Thanh   (thanh.nguyen@fuv.edu.vn)
Tutor: Tran Huong Giang   (thgiang@ymail.com)

Class Times

Tuesday and Thursday: 08:30 – 11:45, October 16 – 20

Group Presentation

Tuesday and Thursday: 08:30 – 11:45, December 05 & 07, 2017

Office Hours:

		Mon	Tue	Wed	Thu	Fri
N. X. Thành		16:30-17:30		16:30-17:30		15:30-16:30
T. H. Giang			17:00-18:30		17:00-18:30	

If the scheduled office hours are not convenient, please make specific appointments with the instructors.

Course Objective

The objective of this course is to introduce students to the process of public policy making, key concepts in the study of public policy, and relate them to concrete policy issues. The course also aims at equipping the students with important soft skills such as critical thinking, public speaking, working in groups, and presentation skills.

The key learning outcomes are as follows.
- To participate in and contribute to the policy process
- To analyze, synthesize, think critically, solve problems and make decisions
- To articulate and apply a public service perspective.

Course Description

The course consists of 12 classes held over eight weeks (half of the Fall Semester). A new topic will be introduced each week with one lecture and one case study. Students are encouraged to participate in discussions and draw out policy and theoretical implications as a group.

The course introduces the process of public policy making, and the role of government and other stakeholders in that process. It also introduces the students to the study of public policy, and addresses key concepts including market and market failures, the role of institutions, and equity.

Readings

Thomas A. Birkland, An Introduction to the Policy Process: Theories, Concepts, and Models of Public Policy Making. 4th Edition. (New York: Routledge, 2016)

John W. Kingdon. Agendas, Alternatives, and Public Policies. Update Edition. (Pearson, 2013)

Required readings are provided in English or Vietnamese and suggested readings may only be available in English. Students must read the required readings before coming to class, and must be ready to demonstrate that they have read and understand the required readings.

Requirements

Students are expected to attend every class, to read the assigned readings before class, to participate actively in class discussions and to complete all course requirements. Participants are encouraged to meet with teaching team members to discuss any aspect of the course.

Each student will produce two policy memos based on case study questions. The memos will be submitted by 08:20 am on Wednesday, October 17 and Friday, October 19. Each policy memo should be at the minimum 450 words, optimally 750 words, and maximum 1,200 words.

Each student will write a policy analysis paper based on a chosen public policy problem. The final paper will be submitted by 08:20 am on Monday, November 26.

Students' grades will be based on:

Policy Memo	30%
Class Participation	30%
Final Paper	40%

Class Schedule

Day 1, Oct 16	**INTRODUCTION**
Session 1	Lecture: Public Policy and the Public Policy Making Process
Session 2	Case Study: Uber and Grab in Vietnam
Day 2, Oct 17	**PUBLIC POLICY AND GOVERNMENT**
Session 3	Lecture: Public Policy and the Role of Government
Session 4	Case Study: Nike versus New Balance
Day 3, Oct 18	**ECONOMICS AND PUBLIC POLICY ANALYSIS**
Session 5	Lecture: Economics and Public Policy Analysis
Session 6	Case Study: India Shedding Tears over Onion Prices
Day 4, Oct 19	**PUBLIC MANAGEMENT AND LEADERSHIP**
Session 7	Leadership and Team: Everest Simulation Exercise
Session 8	Case Debrief
Day 5, Oct 20	**INSTITUTIONS**
Session 9	Lecture: The Role of Institutions in the Public Policy Making Process
Session 10	Case Study: Ho Chi Minh City Ports

Detailed Schedule and Reading List

- Required Reading
o Optional/Supplemental/Recommended Reading

DAY 1: INTRODUCTION

What is public policy?
What is the process of policy making?

Session 1: Lecture on Public Policy and Public Policy Making Process

- Thomas A. Birkland, An Introduction to the Policy Process: Theories, Concepts, and Models of Public Policy Making, Chapters 1 & 2.

- John W. Kingdon. Agendas, Alternatives, and Public Policies, Chapter 1.

Session 2: Case Study Discussion on Ride Sharing Regulation

- Uber and Grab in Vietnam, FETP Case.

- Learning by the Case Method, HKS Case Program.

DAY 2: PUBLIC POLICY AND GOVERNMENT

What is the role of government in the public policy making process?
What should governments do and what should political actors do?

Session 3: Lecture on Public Policy and the Role of Government

- Thomas A. Birkland, An Introduction to the Policy Process: Theories, Concepts, and Models of Public Policy Making, Chapters 4 & 5.

- John W. Kingdon. Agendas, Alternatives, and Public Policies, Chapters 2 & 3.

Session 4: Case Study Discussion on Trade Policy

- Nike versus New Balance: Trade Policy in a World of Global Value Chains, HBS Case.

DAY 3: ECONOMICS AND PUBLIC POLICY ANALYSIS

What is public policy analysis?
How to structure a public policy problem?
What are the theoretical approaches used to examine public policy?
How economics is used to analyze public policy?

Session 5: Lecture on Economics and Public Policy Analysis

- William Dunn (2008). *Public Policy Analysis: An Introduction*, 4th edition, Pearson: Prentice Hall. Chapter 3: Structuring Policy Problems.

- Harvey Rosen, Ted Gayer and Abdulkadir Civan (2014), Public Finance, Tenth Edition, McGraw-Hill. Chapters 2 & 3.

o Edith Stokey and Richard Zeckhauser (1978). *A Primer for Policy Analysis*, New York: W.W. Norton and Company. Chapter 2

o Hal Varian (1989). What Use is Economic Theory? Mimeo.
<http://people.ischool.berkeley.edu/~hal/Papers/theory.pdf>

Session 6: Case Study Discussion on Market and Market Prices

- India Shedding Tears over Onion Prices, International Journal of Case Studies in Management.

DAY 4: MANAGEMENT AND LEADERSHIP

How to build, participate and lead effective teams?
How to solve problems and make decisions more effectively in difficult situations when members have differenct information and opposing interests?

Session 7: Simulation Exercise on Management and Leadership

- Leadership and Team Simulation: Everest, HBS Multimedia Case

Session 8: Case Debrief

- Leadership and Team Simulation: Everest, HBS Multimedia Case

DAY 5: INSTITUTIONS

What is the role of institutions in the public policy making process?
Why is institution an important determinant of economic development?

Session 9: Lecture on Public Policy and Institutions

- Daron Acemoglu and James A. Robinson (2012). *Why nations fail: the origins of power, prosperity and poverty,* New York: Random House. Chapter 15: "Understanding prosperity and poverty."

Session 10: Case Study Discussion on Institutional Fragmentation

- Ho Chi Minh City Ports, FETP Case.