UNIVERSITI TEKNOLOGI MARA

ADS514: INTRODUCTION TO PUBLIC POLICY

Course Name (English)	INTRODUCTION TO PUBLIC POLICY `APPROVED`
Course Code	ADS514

MQF Credit	3

Course Description	This course is design to allow students to acquire basic knowledge on public policy studies. It introduces basic concepts of policy, and models for policy making; examines the various stages of activity for public policy making decision and process; and examine several techniques for evaluating public policies. This course will be conducted via face to face and also non face to face delivery. Student is required to do presentation, and analyze policy cases as part of the continuous assessment. The purpose of this assessment is to help students to develop and practice the relevant basic skills, namely, communication, and writing case analysis..

Transferable Skills	• Identify the public policy concepts, policy process and policy evaluation techniques according to scholars and in Malaysian context • Evaluate public policy cases in Malaysia • Explain the roles of political and non-political policy actors via presentation as practice in Malaysia

Teaching Methodologies	Lectures, Blended Learning, Tutorial

CLO		
	CLO1	Describe concepts and public policy decision making and process in Malaysia
	CLO2	Perform public policy decision making and process to suggest possible explanations for policy actions in resolving public problems.
	CLO3	Demonstrate verbally in a small group the challenges and constraints faced by Malaysian government in policy decision making and process for resolving public problems

Pre-Requisite Courses	No course recommendations

Topics
1. Introduction to Public Policy 1.1) • The concept of public problem, public policy and public policy making 1.2) • Connection between public policy, program and activities 1.3) • Importance of public policy and public policy making 1.4) • Examples of public problems and policy in Malaysia
2. Theoretical Perspective of Public Policy Making 2.1) • Public Policy making according to theory 2.2) o Elite Theory 2.3) o Group Theory 2.4) o Political System Theory 2.5) o Neo-Institutional Theory 2.6) o Rational-Choice Theory 2.7) o Incremental Theory 2.8) • Differences and similarities between theories and practice in explaining: 2.9) o Public policy making agencies and institutions 2.10) o Public policy making process, 2.11) o Factors influencing public policy making 2.12) o Advantages and disadvantages of the theories in explaining public policy making

3. Policy Problems and Agenda Setting
3.1) • The concept of policy problems and policy agenda
3.2) • Agenda setting perspective
3.3) o Elitist perspective
3.4) o Pluralist perspective
3.5) o Sub-government perspective
3.6) • Agenda setting process (kingdon's model)
3.7) • Types of policy agenda
3.8) o Systemic agenda
3.9) o Institutional (governmental agenda): (discretionary and mandatory)
3.10) • Agenda denial
3.11) • Policy decisions and non-decision

4. Policy Forecasting and Formulation
4.1) • The concept of policy forecasting and formulation
4.2) • Purpose of forecasting
4.3) • Methods of forecasting and their advantages and disadvantages
4.4) o Consensus methods
4.5) o Genius forecasting
4.6) • Problems of forecasting
4.7) • Deciding and formulating policy option types
4.8) o Inducement
4.9) o Regulatory
4.10) o Enforcement
4.11) o Allocation of power
4.12) o Distributive

5. Policy Recommendation
5.1) • The concept of policy recommendation
5.2) • Purpose of policy recommendation
5.3) • Contents of policy recommendation proposal / paper
5.4) o Introduction
5.5) o Policy options (alternatives)
5.6) o Policy options analysis
5.7) o Policy recommendation
5.8) o Conclusion
5.9) • Policy recommendation process and procedures (Malaysian Experience)

6. Policy Adoption
6.1) • The concept of policy adoption
6.2) • Policy adoption process and procedures
6.3) o Legislative process
6.4) o President / Prime Minister's decision / announcement
6.5) • Factors that influence policy adoption (Malaysian Experience)
6.6) o Personal value
6.7) o Organizational value
6.8) o Political party affiliation
6.9) o Public opinion / perception

7. Policy implementation
7.1) • The concept of policy implementation
7.2) • Policy implementation actors and agencies
7.3) • Policy implementation approach, and techniques
7.4) o Command & control approach
7.5) o Economic (market) approach
7.6) • Top down policy implementation process, weaknesses and strengths
7.7) • Problems / constraints, conditions for effective policy implementation

8. Policy Evaluation
8.1) • The concept of policy evaluation
8.2) • Policy evaluation purpose
8.3) o To access policy achievement
8.4) o To access policy consequences
8.5) o To suggest policy change
8.6) o To suggest policy termination
8.7) • Policy evaluation types and their constraints / problems
8.8) o Evaluating policy output
8.9) o Evaluating policy outcome
8.10) o Evaluating policy impact
8.11) o Evaluating policy implementation process
8.12) o Evaluating policy successful / failure factors
8.13) • Policy evaluation techniques and their advantages and disadvantages
8.14) o Administrative technique
8.15) o Cost-Benefit Analysis
8.16) o Systematic analysis
8.17) o Institutional techniques
8.18) • Problems / constraints in policy evaluation

9. Policy Change and Termination
9.1) o The concept of policy change and termination
9.2) o Reasons for policy change and termination
9.3) o Consequences for policy change and termination

Assessment Breakdown	%
Continuous Assessment	40.00%
Final Assessment	60.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	Case study analysis project	15%	CLO2
	Presentation	Group Presentation based on the group project	15%	CLO3
	Quiz	Written Quiz	10%	CLO1

Reading List	Recommended Text	**James E. Anderson 2014, *Public Policy Making : an introduction.*, 8th Ed., Wadsworth cencage learning USA [ISBN: 1397812857352]**
	Reference Book Resources	**Noore Alam Siddique 2013, *Public Management & Governance in Malaysia. Trends &Transformations*, Routledge/City University of Hong Kong [ISBN: 798-0-415-504]**
		Cochron, C. L. and Malone, E. F 2014, *Public policy: perspectives and choices*, McGraw-Hill Inc [ISBN: 1626370753]
		Cohen, A. I 2014, *Philosophy, Entics, & Public Policy: An Introduction*, 2nd Edition Ed., Rortledge. London [ISBN: 9781317677116]
		Dye, T. R 2016, *Understanding public policy*, 15thEdition Ed., Prentice Hall, Englewood Cliffs [ISBN: 0134408756]
		Garston, L.N 2015, *Public Policy Making: Process and Principles*, 3rd Edition Ed., Routledge, London [ISBN: 978076525359]
		Hussin, A. A 2000, *Analisis dasar Awam: Peranan kerajaan mengatasi masalah ekonomi dalam sistem pasaran bebas,*, Utusan Publications [ISBN: 9676110418]
		Institut Tadbiran Awam Negara (INTAN) 2006, *Pentadbiran dan pengurusan awam Malaysia*, Kuala Lumpur. INTAN. [ISBN: 9789833109173]
		James P. L. and Joseph S. Jr 2008, *Public policy: An evolutionary approach*, 3rd Edition Ed., New York: Thomson Learning Inc [ISBN: 13:978-0-534-]
		B. Guy Peters 2015, *Advanced Introduction to Public Policy*, Edward Elgar Publishing [ISBN: 9781781955789]
Article/Paper List	This Course does not have any article/paper resources	
Other References	• Journal *Journal of Policy Analysis and Management.* • Journal. *Policy Studies Journal.*	