



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE

# PUBLIC POLICY ANALYSIS

ONLINE CERTIFICATE COURSE

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Develop practical skills and gain analytical frameworks  
for analysing, evaluating, and communicating public policy.

# ABOUT THIS COURSE

The Public Policy Analysis online certificate course from the London School of Economics and Political Science combines research, theory, and practice as it empowers you to critically and meaningfully engage with public policy, and make more informed policy-related decisions in an increasingly complex and connected global context.

Developed by LSE's School of Public Policy — which is the LSE's centre for public policy training — and guided by expert faculty, you'll explore the core elements of the public policy process, and gain analytical frameworks for analysing the success and failure of policy.

Over the course of 10 weeks, you'll develop an understanding of the quantitative tools and research methodologies available to conduct evidence-based policy impact evaluations, as well as learn to effectively communicate policy considerations.

Throughout this course, you'll get the opportunity to interact with a global cohort of like-minded individuals and expand your thinking on public policy. You'll apply what you've learnt to real-world case studies, and develop practical skills and techniques for immediate application in policy-related projects or your organisation.



£2,200



**7-10 hours/week**  
of self-paced learning,  
entirely online



**10 weeks,**  
excluding orientation

Each module is released weekly, allowing a flexible but structured approach to learning. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.



# WHAT THE COURSE COVERS

This 10-week course focuses on three key learning areas: Public Policy Fundamentals, Evaluation Methods, and Producing Policy. Guided by LSE faculty, you'll engage with real-world, global case studies as you:

- Build analytical frameworks for thinking about the public policy process and analysing policy success or failure
- Gain the tools and skills needed to execute evidence-based policy impact evaluations
- Develop effective, practical policy communication skills through data visualisation and memo writing
- Benefit from the multidisciplinary, global approach of expert LSE faculty with experience across a variety of policy areas
- Become empowered to make impactful and informed policy recommendations
- Learn with LSE – a leader in research and teaching in the field of public policy
- Earn a certificate from the London School of Economics and Political Science

## THIS COURSE IS FOR YOU IF:



You want to **better understand public policy and the policy process** through building analytical frameworks.



You want to **conduct sound, evidence-based policy impact evaluations** informed by quantitative analysis.



You're interested in **enhancing your policy communication skills** through practical memo writing and data visualisation.



You want to **develop practical, immediately applicable skills** for engaging with policy-related projects.



You want to **learn from expert faculty and earn a certificate** from LSE – a world-leading social science university.

# WHO SHOULD TAKE THIS COURSE?

This course is designed for individuals working in public policy – policy makers, civil servants, NGO staff, and individuals in public and private sector organisations seeking to influence public policy. Participants will gain tools, techniques, and insights that they can apply immediately to their current role or use to aid future career progression. This course will benefit those looking to better understand their current roles within policy formulation through engaging with like-minded individuals, industry experts, and thought-leaders. It will also be beneficial for professionals across a broad range of industries – including the public sector, non-profit consultancies, and think tanks – who are looking to enhance their impact by critically engaging with public policy, employing evidence-based impact evaluations, and developing the insight to make policy recommendations and decisions.



Online education allows the London School of Economics and Political Science (LSE) to make our state-of-the-art social science research accessible to the widest possible audience, in a format which is practical and will have real-world application and impact.

**Professor Saul Estrin**

- Academic Director, Online Certificate Courses, LSE



## WHAT IS LSE?

Learn more about  
**The London School of  
Economics and Political  
Science (LSE)**



# WHAT YOU'LL LEARN

This online course integrates rich, interactive media such as videos, infographics, and e-learning activities as well as traditional didactic components such as written study guides (course notes). There are also opportunities for collaborative learning through discussion forums. The following modules contribute to the holistic approach your learning path takes:

**00**

### **Orientation Module (one week): Welcome to your Online Campus**

You'll be welcomed to the course and begin connecting with fellow students, while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed.

You'll be required to complete your student profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

# SECTION I - PUBLIC POLICY FUNDAMENTALS

**01**

## The importance and goals of public policy

Explore the foundations, importance, and goals of public policy.

- Recognise the value of public policy in society
- Identify the importance of theoretical and empirical models for understanding public policy
- Discuss the goals of public policy
- Identify instances of market failure
- Review the difference between public and private goods

**02**

## Individuals and strategic interactions

Explore the applications of game theory to public policy analysis.

- Define the rationality assumption
- Describe bounded rationality and its role on the study of human behaviour
- Describe basic equilibrium concepts
- Demonstrate an understanding of common strategic games
- Discuss the reasons why bargaining failure occurs

**03**

## Institutions and public policy

Explore how institutions can provide a solution to market failures.

- Define core institutional theory terms
- Demonstrate how institutions can solve market failures
- Discuss the reasons for agency slack, shirking, and slippage
- Outline solutions to principal-agent problems in public policy
- Identify the costs and benefits of vertical and horizontal integration
- Show how institutions can address policy problems



This Public Policy Analysis online certificate course is certified by the United Kingdom CPD Certification Service, and may be applicable to individuals who are members of, or are associated with, UK-based professional bodies. The course has an estimated 80 hours of learning.

*Note: should you wish to claim CPD activity, the onus is upon you. The London School of Economics and Political Science (LSE) and GetSmarter accept no responsibility, and cannot be held responsible, for the claiming or validation of hours or points.*



WHAT IS LSE'S SPP?

Learn more about  
the LSE School  
of Public Policy



## SECTION II - EVALUATION METHODS

**04**

### Quantitative skills for public policy

Review methods for analysing and describing data, and learn the basic intuition behind statistical analysis.

- Review foundational statistical concepts
- Articulate the relevance of statistical uncertainty to public policy
- Demonstrate an understanding of probability distributions and the central limit theorem
- Discuss the application of multivariate regression to policy problems
- Use statistical skills to interpret policy data

**05**

### Policy evaluation

Explore important principles for impact evaluation and experimental design.

- Explain the fundamental problem of causal inference
- Articulate the importance of impact evaluation for public policy
- Reflect on the challenges of conducting impact evaluations
- Assess the experimental design of an impact evaluation

**06**

### Policy communication

Learn practical skills for effective policy communication.

- Differentiate between forms of data visualisation such as scatter plots and histograms
- Assess the usefulness of data visualisations used in public policy communication
- Reflect on the elements of a well-constructed policy memo
- Draft an effective policy memo which communicates a policy solution

## SECTION III - PRODUCING POLICY

**07**

### Public policy processes

Explore the stages of the policy cycle and the political factors that influence each stage.

- Articulate the importance of agenda-setting in public policy
- Articulate the elements of the multiple streams approach to agenda-setting
- Distinguish between incremental and non-incremental decision-making in the policy cycle
- Debate common failures in the policy implementation process
- Articulate the importance of street-level bureaucrats for policy implementation
- Investigate the influence of politics on the evaluation process
- Recommend strategies to advocate for an issue through the policy cycle

**08**

### Representation, accountability, and public policy

Explore the importance of representation and accountability in the political process.

- Determine the different types of political representation
- Differentiate between selection and sanctioning in electoral accountability
- Differentiate between instances of vertical, horizontal, and social accountability
- Justify a policy solution to improve accountability
- Debate the impact of interest groups on public policy
- Recommend policy based on the principal-agent approach to corruption
- Critique anti-corruption policy



# 09

## The politics of public policy

Discover the impact of constitutional systems on public policy.

- Determine how differences in electoral systems impact public policy
- Determine how the differences between parliamentary and presidential systems impact public policy
- Investigate how a veto player influences a policy outcome
- Analyse how electoral incentives impact public spending
- Debate the impact of decentralisation
- Assess the impact of institutional change on a policy outcome

# 10

## Challenges for public policy

Apply the theory gained from this course to real-world policy case studies.

- Compare and contrast policy solutions
- Analyse real-world policy case studies
- Assess a policy solution using information from an impact evaluation
- Recommend a course of action to a policy stakeholder



The LSE has a much-deserved reputation as source of rigorous training in economics, statistics, and quantitative methods. These skills remain essential for the analysis of public policy. In addition, an effective policymaker understands political interactions in a democracy and knows how to inspire and persuade. Policy leaders must have a vision and must be able to explain that vision to citizens.

**Professor Andrés Velasco**

- Dean of the School  
of Public Policy



# WHO YOU'LL LEARN FROM

## COURSE CONVENORS

This course has been designed by Dr Ryan Jablonski and Dr Daniel Berliner – subject matter experts from LSE who feature in many of the course videos.



### DR RYAN JABLONSKI

*Assistant Professor in Political Science, LSE Department of Government*

Ryan received his PhD and MA in political science from the University of California, San Diego. His research centres on how governments and international organisations make decisions about the distribution of development spending. He is also interested in the effects of crime, corruption, and electoral manipulation on development outcomes, and has worked on case studies in a variety of different countries including Somalia, Kenya, and Uganda. Ryan's research is published in the *British Journal of Political Science*, *International Studies Quarterly*, *Journal of Conflict Resolution*, *The Proceedings of the National Academy of Sciences (PNAS)*, *Science Advances*, *World Development*, *World Politics* and elsewhere. It has been funded by the World Bank, USAID, DFID, AidData, EGAP, NSF, Global Integrity and others.



### DR DANIEL BERLINER

*Associate Professor of Political Science and Public Policy, LSE Department of Government*

Daniel joined the LSE Department of Government in 2017. Previously he was an Assistant Professor at the School of Politics and Global Studies at Arizona State University, Assistant Professor at the Department of Political Science at the University of Minnesota and Postdoctoral Research Fellow at Freie Universität Berlin. He received his PhD at the University of Washington in 2012. His primary research focuses on the politics, implementation, and usage of transparency, accountability, and related institutional reforms around the world. He also works on the politics of global supply chains and environmental governance, and developing new applications of text-as-data methods for studying human rights and political accountability.



# COURSE CONTRIBUTORS

## GUEST EXPERTS

This course features video guest lectures from industry pioneers and leading experts in their field, allowing you to learn from the wisdom and experience of global authorities, and to see the real-world applications of the theory covered in the course.



### MARK BUNTAINE

*Associate Professor in International Institutions and Governance, Bren School of Environmental Science & Management, UCSB*



### THOMAS LEEPER

*Senior Visiting Fellow in Methodology, LSE*



### CHERYL SCHONHARDT-BAILEY

*Professor, Department of Government, LSE*



### CHRISTIAN SCHUSTER

*Associate Professor in Public Management, School of Public Policy, University College London*



### JONATHAN WEIGEL

*Assistant Professor, Department of International Development, LSE*

## YOUR SUCCESS TEAM

GetSmarter, with whom LSE is collaborating to deliver this online course, provides a personalised approach to online education which ensures you're supported throughout your learning journey.



### HEAD TUTOR

Subject experts who'll guide you through content-related challenges.



### SUCCESS MANAGER

Your one-on-one support available during University hours (8am-5pm UK Time) to resolve technical and administrative challenges.



### GLOBAL SUCCESS TEAM

Available 24/7 to solve your tech-related and administrative queries and concerns.

# A POWERFUL COLLABORATION

The London School of Economics and Political Science is collaborating with online education provider GetSmarter to create a new class of learning experience – one that is high-touch, intimate, and personalised for the working professional.

## WHAT IS LSE?

The London School of Economics and Political Science (LSE) is a leading dedicated social science university. LSE was founded in 1895 with the aim of understanding the causes of things for the “betterment of society”. This is still at the heart of LSE and we seek to make our research and teaching practical and relevant to the real world. The School counts 18 Nobel Prize winners and 37 world leaders among its alumni and staff. The most international of all British universities, LSE has students from over 160 countries, and over 100 languages are spoken on campus.

## WHAT ARE LSE ONLINE CERTIFICATE COURSES?

LSE is dedicated to addressing global issues through research and education. By offering online certificate courses, designed by expert LSE faculty members, the School aims to make its state-of-the-art social sciences research and insights available to a wider global audience. The supported, interactive online learning model allows students to study from anywhere in the world, at times of their convenience, while still interacting with peers and teaching staff alike.



# WHAT IS GETSMARTER?

GetSmarter, a brand of 2U, Inc., partners with the world's leading universities to select, design, and deliver premium online short courses with a data-driven focus on learning gain.

Technology meets academic rigour in our people-mediated model which enables lifelong learners across the globe to obtain industry-relevant skills that are certified by the world's most reputable academic institutions.

# EARN A CERTIFICATE FROM LSE

Get recognised for your knowledge when you earn an official certificate of competence from the London School of Economics and Political Science – a world-leading social science university – and use it to validate your newfound public policy analysis skills and techniques.

Assessment is continuous and based on a series of practical assignments completed online. In order to be issued with an LSE certificate, you will need to meet the requirements outlined in the course handbook. The handbook will be made available to you as soon as you begin the course.

Your certificate will be issued in your legal name and couriered to you at no additional cost. All certificate images are for illustrative purposes only and may be subject to change at the discretion of the University.



# HOW YOU'LL LEARN

Every course is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities:

- Work through your downloadable and online instructional material
- Interact with your peers and learning facilitators through weekly class-wide forums and reviewed small group discussions
- Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
- Investigate rich, real-world case studies
- Apply what you learn each week to quizzes and ongoing project submissions, culminating in a final assignment applying the skills and knowledge you've gained throughout this course to a practical and topical case study, as you evaluate a policy solution and make recommendations to a policy stakeholder

# TECHNICAL REQUIREMENTS

## BASIC REQUIREMENTS

In order to complete a course, you'll need a current email account and access to a computer and the internet, as well as a [PDF Reader](#). You may need to view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word or Excel. Installing [Adobe Flash Player](#) will give you full access to certain course content, such as interactive infographics. However, you'll still have access to this content in the form of a downloadable PDF transcript if you'd prefer not to use Flash.

## BROWSER REQUIREMENTS

We recommend that you use Google Chrome as your internet browser when accessing the Online Campus. Although this is not a requirement, we have found that this browser performs best for ease of access to course material. This browser can be downloaded [here](#).

## ADDITIONAL REQUIREMENTS

Certain courses may require additional software and resources. These additional software and resource requirements will be communicated to you upon registration and/or at the beginning of the course. Please note that Google, Vimeo, and YouTube may be used in our course delivery, and if these services are blocked in your jurisdiction, you may have difficulty in accessing course content. Please check with a Course Consultant before registering for this course if you have any concerns about this affecting your experience with the Online Campus.





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[REGISTER NOW](#)

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