

# € TRAINING

Public Policy Governance and Administration  
for Effective Outcomes



16 - 20 December 2024  
Kuala Lumpur (Malaysia)



# Public Policy Governance and Administration for Effective Outcomes

REF: I1529 DATE: 16 - 20 December 2024 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

## Introduction:

This Public Policy Governance and Administration for Effective Outcomes training program is a must-have program introducing the fundamentals of public policy being the main instrument to respond to diverse public problems which appear to be increasing in quantity and complexity. This training program provides you with a general overview of the three main aspects of public policy.

## Program Objectives:

At the end of this program the participants will be able to:

- Understand the basic concepts and key terms of Public Policy.
- Assess the positioning of Public Policy as a social science.
- Explore different Public Policy ideologies and contexts.
- Recognize the primary components of the Public Policy process.
- Appreciate the inter-relation of Public Policy, Public Administration and Governance.
- Outline the major challenges facing Policy Making.

## Targeted Audience:

- Senior Management and Middle Management.
- Senior Officers.
- Executive Management and Directors.
- Ministerial & Ministerial Committee Levels.
- Governing Body & CEO Levels.

## Program Outlines:

### Unit 1:

#### Introduction to Public Policy:

- What is Public Policy?

- Basic Concepts of Public Policy
- Why Governments use Public Policy?
- Public Policy Theories, Ideologies and Contexts.
- Public Policy Positioning.
- Government Public Policy in Different Substantive Fields.

## Unit 2:

### Public Policy Development Process:

- Problem Identification and Definition.
- Policy Formulation.
- Information Research and Information Analysis.
- Policy Design.
- Policy Recommendations.

## Unit 3:

### Public Policy Development Process:

- Policy Planning.
- Decision Making.
- Policy Implementation, Monitoring and Evaluation.
- Policy Maintenance / Termination.

## Unit 4:

### Public Governance, Public Administration:

- Features of Good Public Policy.
- Governance in the Public Sector.
- Principles of Good Governance and its Framework.
- Public Management Structure.
- New Public Management.

- Public Policy, Governance, and Administration Interplay.

## Unit 5:

### Public Policy and Politics:

- Government Governance.
- Do Policies Determine Politics.
- Classification of Public Policy Types.
- Dimensions Distinguishing Policy-Politics Relations.
- Policy Institutions.