



РЕПУБЛИКА БЪЛГАРИЯ
Институт по публична
администрация



Executive Program for Certified Training in Public Policy-making

PROGRAM TITLE:

Executive Program for Certified Training in Public Policy-making

PURPOSE:

This executive program aims to improve the capacity for strategic planning and policy-making in the public administration in Bulgaria. Improving the professional capacity of civil servants in this field may have positive spill-over effects in the long-run, such as improving the overall capacity of the public administration, the process of strategic planning and the quality of strategic documents, as well as raise the trust in the public administration both by citizens and politicians.

TARGET GROUP:

The primary target for the program are employees from strategic departments of ministries and state agencies and from programming units of the managing authorities of ESIF (European Structural and Investment Funds) programs. However, the program will be open to civil servants, experts, and business professionals, provided they meet the admission criteria.

ADMISSION CRITERIA:

Applicants for the program will be asked to submit a complete application, including an application form, a CV, one recommendation by their direct supervisor or another colleague who is familiar with their work, and an English-language certificate or another proof of English proficiency if they have such. Applicants should have at least 3 years of experience in the public administration or in a position that requires them to work with the public administration. All applicants need to pass an interview.



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PARTNERS:

This program is a collaboration between the Department of Public Administration at Sofia University – top-ranked in the country for public administration, the American University in Bulgaria – top-ranked in the country for business administration, and the Institute for Public Administration – the main government body that supports professional development of civil servants.

FORMAT:

The program consists of 10 modules taught over a five-month period. Modules are scheduled approximately every two weeks and are hybrid in nature. The first part of the module consists of online readings and materials with which participants should familiarize themselves before the classroom sessions. The second part includes two-day sessions of intensive lecturing, discussions, and group activities. The third part includes either an individual or group assignment to be finalized and submitted after the classroom sessions and before the start of the next module.

CONTENT:

The program content focuses on two main aspects: 1) soft skills (analytical and critical thinking, communication skills, flexibility and adaptability, innovation and creativity) and, 2) policy-making skills. The combination of these two skill-sets is likely to significantly improve the policy-making and the strategic-planning skills of each participant. While providing a theoretical foundation, all modules are practically oriented assuring a hands-on experience. The program will be taught in English and Bulgarian with some modules in Bulgarian and others entirely in English.

Module 1: Policy Analysis and the Policy Process

May 31 – June 1, 2019

This module examines the stages of the policy process and provides an analytical framework for examining public policy and policy-making. The goal of the module is to provide a general overview of all the stages of the policy process, keeping in mind that a more detailed examination of various aspect of the policy process will be examined in other modules. The module further reviews specific indicators related to output and outcome.

Instructor: SU – Simeon Petrov and Denitsa Hinkova



Module 2: Strategy and Strategic Planning

June 14-15, 2019

This module has two goals: 1) to develop an understanding of the relationships between strategy, planning and execution, and 2) to examine the Bulgarian National Strategic Framework. The module helps develop a strategic mindset, improve analytical skills, and employ specific planning instruments. It further reviews the various strategic documents within the National Strategic Framework and the way they fit within the overall strategic framework.

Instructors: AUBG – Arthur Pantelides, IPA – Pavel Ivanov

Module 3: Design Thinking and Innovation

June 28-29, 2019

This module employs design thinking as a human-centered innovation methodology that helps navigate in an increasingly fast changing and competitive environment, identify new opportunities, and optimize the use of resources.

Instructor: AUBG – Treehouse Innovation

Module 4: Structuring Data: Data Analysis and Text Analytics

July 12-13, 2019

This module covers the basics of data collection and organization, including both numerical and text data. It focuses on turning raw data into useful data that can inform specific strategic choices and policies. The module further focuses on evaluating the authenticity and reliability of data and on data visualization and reporting. The goal of the module is to develop a general understanding for the various sources and uses of data.

Instructor: SU – Nikolai Netov

Module 5: Stakeholder Analysis and Engagement

September 13-14, 2019

This module focuses on how to identify the various stakeholders in a certain policy-area or specific issue, how to evaluate their interests and influence, as well as their interactions with other stakeholders. The module further examines ways to engage stakeholders in order to assure politically feasible and stable policies, and how to deal with stakeholders with divergent interests and agendas.

Instructors: AUBG – Emilia Zankina

Module 6: Negotiations

September 27-28, 2019

This module offers a systematic theoretical framework for approaching and managing negotiations, as well as assessment and improvement of one's negotiation skills. The module covers different bargaining tactics and styles in a variety of negotiation scenarios.

Instructor: AUBG – Arthur Pantelides



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Module 7: Implementation

October 11-12, 2019

This module examines the implementation of public policy and programs. It examines the factors affecting implementation, the various implementation instruments, and the role of key actors in the implementation process.

Instructor: SU – Tatiana Tomova

Module 8: Policy Evaluation

October 25-26, 2019

This module focuses on the impact of public policy and programs, specific evaluation criteria, and the various ways to evaluate the impact of public policies and programs both in terms of achieving program goals, as well as contributing to larger economic and social changes. The module focuses on qualitative and quantitative methods of evaluation, specific indicators, and monitoring systems.

Instructor: SU – Elena Kalfova and Kaloyan Haralampiev

Module 9: Policy Communication and Reporting

November 8-9, 2019

This module emphasizes the importance of internal and external communication in the policy process. It examines the various forms of public policy communication, including memos, one-pagers, white papers, presentations and more. The module aims to develop the ability to communicate effectively upward, downward and horizontally within the administration, as well as to communicate with various external stakeholders and the wider public.

Instructors: AUBG – Jesse Scinto, Columbia University

Module 10: Financing Strategic Goals

November 22-23, 2019

This module examines the various strategies for financing specific strategic goals, projects, and initiatives. The module focuses on sources such as financing through the national budget, EU funds, and Public-Private Partnerships (PPP). The goal of the module is to develop an understanding for the financial aspect of the policy process and awareness of the various financing options.

Instructors: AUBG or Jaspers



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Lecturers:

The program includes top faculty from Sofia University and AUBG, as well as distinguished international faculty from Europe and the U.S.

Outcome assessment:

The program culminates with a final project that brings together the knowledge and skills developed throughout the course of study. The project is presented in front of a graduation committee in an open session.

Certification:

Participants who complete the program will receive a certificate with the credentials of Sofia University and AUBG.