

## **Course Detail**

### **Master of Arts (Public Policy)**

<b>Course Title:</b>	International Public Policy Program
<b>Master Degree:</b>	Master of Arts in Public Policy
<b>Academic Institution:</b>	School of Public Policy, Chiang Mai University
<b>Duration:</b>	1 Year (May 2020 – June 2021)

#### **Background and Rational**

Chiang Mai University School of Public Policy (CMU-SPP) is a public policy school, concurrently operating as a cutting-edge research and consulting organization, committed to solving complex and wicked public problems with inclusive, innovative, progressive, and sustainable policy solutions. The School was setup based on the idea that we need to tackle complex and wicked problems that are of public nature by not relying on only certain disciplines but rather by using multiple disciplines to define the problems and think of the solutions to these problems.

SPP, offering academic degree programs at the Master and PhD levels, is propelled by the notion that civic and civil challenges must be confronted by not solely relying on fixed disciplines; rather, multiple branches of knowledge should be employed for decoding the roots of problems and cultivating effective solutions. What is unique about our curriculum is that it focuses distinctively on big data analysis (quantitative) and policy communication (qualitative) aspects of policy analysis. While drawing faculty members from over 10 departments across the university: Engineering, Business and Administration, Commerce, Economics, Architecture, Political Science, Social Science, Geography, Pharmaceutical, Public Health, and Science.

The foundational essence supporting this topical issues based platform is that our research work is not merely about crafting concepts and theories. Our products concentrate on tangibly influencing public policies in ways that generate practical implications for changing the laws, issuing new regulatory systems, and crafting incentives that encourage behaviors which holistically serve the public good.

SPP is one of few public policy schools explicitly operating within the framework of the 2030 United Nations Agenda for Sustainable Development. This Agenda includes seventeen sustainable development goals (SDGs), addressing everything from poverty to climate action. While all policy schools selectively focus on SDGs, SPP's research work and training emphasizes peace and justice that is backed by strong and non-discriminatory institutions.

#### **Objectives**

Offering a practical academic degree program at the Master level that teach fundamentals of politics, public administration, economics, and social science based theories while uniquely blend society-based qualitative and science-supported quantitative methodology.

Training scholars and practitioners in skills related to public policy including policy-making, policy analysis, policy communication, and policy advocacy. Focused on deliberative processes, we educate about governance-based negotiation processes while exposing them to the social narratives connected with the root issues, and the actors, of development phenomena and their linked public problems.

Production of public policy specialists that are nationally and internationally recognized who generate top quality research products and platforms, with cross-disciplinary approach founded on reliable information that enhance public policy decisions.

For students to acquire the capacity for seeing critically beyond known facts with comprehension about the inter-linkages of deep-rooted public problems and global dynamic. Infused with empathetic deliberation skills necessary for discussing complex public issues, they become professional academics.

For graduates to move forward in life equipped with insight into and mastery about how sound public policies can be utilized for inclusive, innovative, progressive, and sustainable solutions to the most prominent public problems.

CMU-SPP aims to build core competencies of our scholars, staffs, and students in accordance to guidelines by the National Association of Schools of Public Affairs & Administration (NASPAA), in which we seek international accreditation. The competencies are as follows;

- Lead & Manage in Public Governance - The ability to lead and manage in public governance: energize people, mobilize resources in the pursuit of publicly defined policy goals.
- Participate in & Contribute to the Policy Process - Participation in and contribution to the policy process: participate substantively in the design, implementation, and evaluation of public policy.
- Analyze, synthesize, think critically, solve problems, and make decisions - The ability to analyze, synthesize, think critically, solve problems and make decisions: contribute ethically to decision-making through appropriate use of evidence that recognizes stakeholders' competing values.
- Articulate and apply a public service perspective - The ability to articulate and apply a public service perspective: demonstrate a commitment to improving social welfare and social justice.
- Communicate & Interact Productively with a diverse and changing workforce and citizenry - The ability to communicate and interact productively with a diverse and changing workforce and citizenry: professionally represent one's organization to stakeholders orally & in writing.

## **Course Synopsis and Methodology**

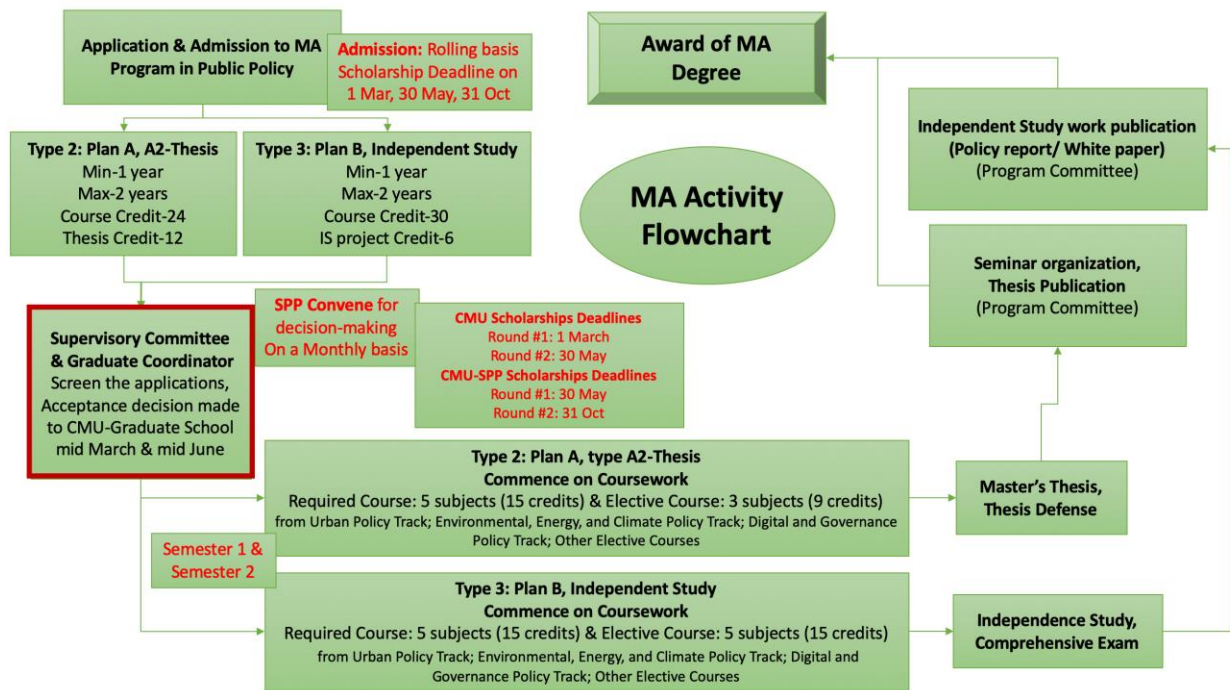
### **Study Plan**

Master of Arts in Public Policy is a 36-credit program, consisting of five compulsory courses with focus areas including governance, urban policy, environmental policy, and climate change. The program is structured to be completed within 1 year, with additional one year grace period. Course works and academic activities provide training in critical thinking, public policy analysis, design thinking, and futures thinking.

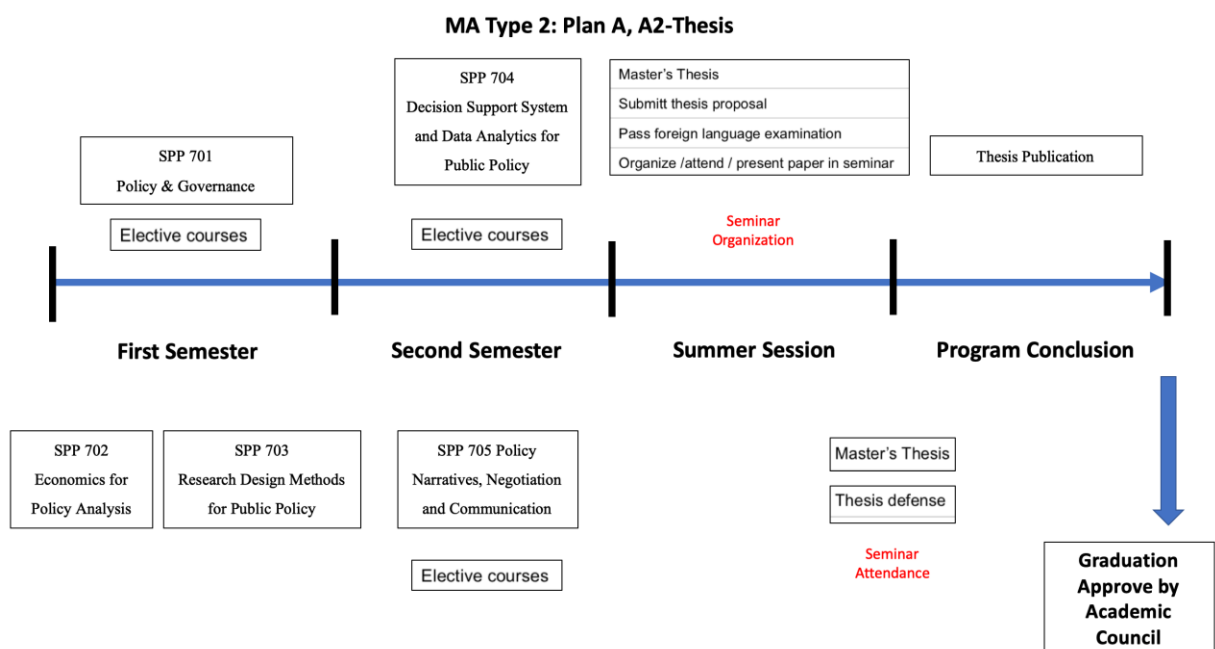
Students can choose between one of two plans; Plan A Type A2 is Coursework and a Thesis, or

Plan B is Coursework and Independent Study. In terms of specialization, student can choose a focus-track in ‘Urban Policy,’ ‘Environmental, Energy, and Climate Policy,’ or ‘Digital Society and Governance Policy’

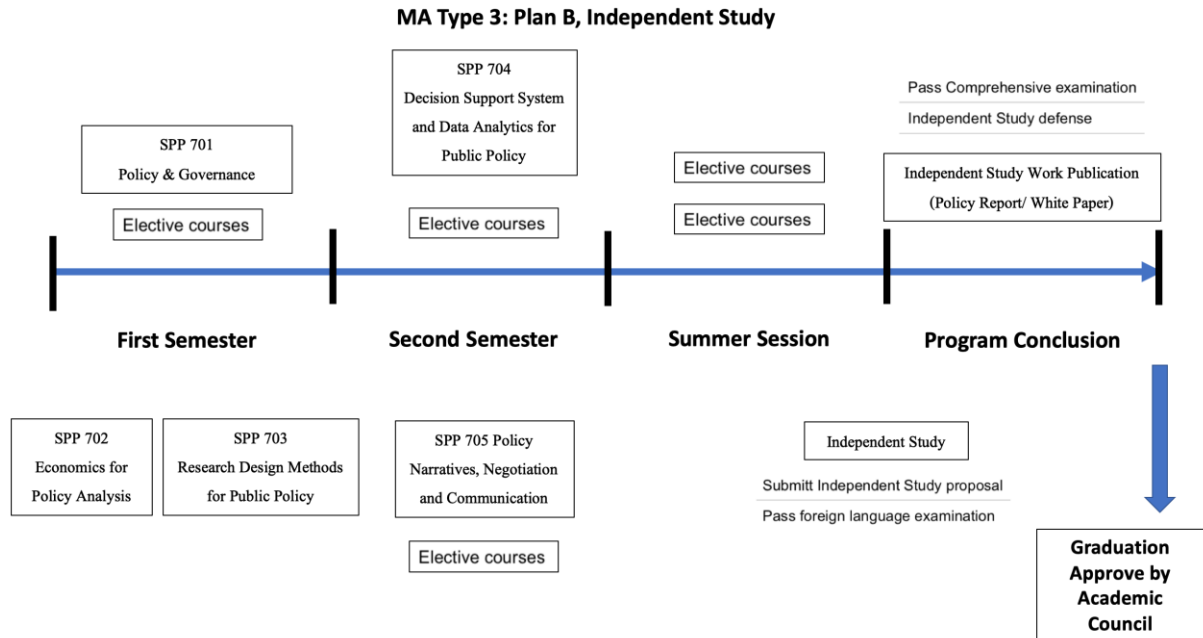
**Figure 1: Master of Arts in Public Policy Activity Flowchart**



**Figure 2: Study Plan of Master of Arts in Public Policy (Plan A: Type A2)**



**Figure 3: Study Plan of Master of Arts in Public Policy (Plan B)**



**Course Content/ Study Topic**

Course Code	Course Description
<b>Required Courses</b>	
950701	<b>Public Policy and Governance</b> The importance of public policy, Introduction to wicked & complex problems, Problem identification and framing a scope. Public policy processes in theory and reality, Decision-making processes for policy-makers. Policy design and branding, Policy eco-systems and subsystems, Political implications in public policy, Stakeholder analysis and management, Policy management and administration. Sustainable development goals and public policy
950702	<b>Economics for Policy Analysis</b> Introduction to Economics and Public Policy, Development Economics and growth policy. Behavioral Economics for public policy. Economics of governance. Fiscal and monetary policy. Economic recession and financial crisis. Project feasibility and project evaluation. Economic impact assessment
950703	<b>Research Design and Methods for Public Policy</b> Nature of applied science and public policy, Designing social research. Research questions and purposes, Strategies for answering research questions. Concepts, theories, hypotheses, models. Literature reviews. Sources and selection of data. Data collection techniques, Data analysis techniques, Research validity, reliability, and ethics, Writing up research. Sample research designs in public policy

950704	<p><b>Decision Support System and Data Analytics for Public Policy</b> Introduction to Decision Support System and Data Analytic, Decision Making Theory, Decision Support System with Spread Sheet, Multi Criteria Decision Making (MCDM) in Public Policy: Analytic hierarchy process. Data Analytic and Intelligence System, Advanced Intelligent Systems and Guest Lecture: The case of People Express</p>
950705	<p><b>Policy Narratives, Negotiation and Communication</b> Introduction to policy narratives. Role of policy narratives in policy processes. Public policy and discourse analysis, Politics of policy narratives, The strategic use of policy narratives in practice, Public policy and negotiations. Public policy and negotiations in practice. Policy communication and branding. Policy communication in the era of information technology</p>
<b>Elective Courses</b>	
<b>Urban Policy Track</b>	
950711	<p><b>Fundamentals in Urban Studies under Global Perspective</b> Introduction: the brief history of urban studies. The fundamental concepts: from technical to multidisciplinary. The recent issues in urban studies. The new urban crisis and opportunities. Classic case studies</p>
950712	<p><b>Urban Planning and Design for Policy Makers</b> Introduction to Urban Planning and Design, and Planner and Designer Roles, Urban Definition, Human Settlements, Urban Origins, Urban Evolution, Urban Culture and Society, Urban Quality of Life in Urban design, Public Space and Public Life, Cities in the Global Context, Global Cities, Global Economy and Localism, History of Planning, Models of Planning, Planning Types and Styles of Planning, Conflict of Interest, Priorities, Debates in Planning, Planning Process, Levels of Planning and Locational Theory, Planning into Practice and Implementation</p>
950713	<p><b>Urban Habitation and Housing Policy</b> Housing Definition, its role and stakeholders, Housing as driver of urbanization and shaper of neighborhood. Slum and intervention into housing, Housing and discrimination. Trends shaping housing, Planning and policy interventions: community land trust, inclusionary zoning, creating diverse communities, and new urbanism. Demographic shifts, mismatches housing supply, deficient resources, and climate change</p>
950714	<p><b>Sustainable Urban Management and Governance</b> Course introduction to Sustainable Urban Management and Governance, Project and Process Management for Urban Development Theory and Practices, Sustainable urban development Concept and Practices, Different indicators of sustainability in evaluations of urban development projects, Elaborate and motivate forms of collaboration between important stakeholders for the development of sustainable solutions in the urban environment, Knowledge and arguments associated with the subject matter in dialogue with various parties</p>

950715	<p><b>Sustainable Cities</b> Study of relationship between Sustainable Components and Urban Development, Typology of Urban Development, Urban Architecture and cultural Landscape, Contemporary Urban Architecture and City Development, Sustainable Concepts, Strategies, and Guidelines for Urban Development, Land Use and Transportation Planning, New Urbanism and Smart Growth, Transit Oriented Development and Transit Design, Implementation of Design concepts for Sustainable Cities</p>
950716	<p><b>Urban System and Techniques for Policy Makers</b> Introduction to System and Complexity: Walking and watching cities. Social System Dynamics: Population and Economic, and City growth and urban models, Physical System Dynamics: Water, Transport, Energy, etc., Scenarios and scenario analysis: Game theory, simulation, and complex behaviors</p>
950717	<p><b>Cities Sports and Tourism</b> City and the World today, City life. Traveling, and AAobilities, The City as a Special Place, Sports and Urban Life, Sports, Public Place, and City Revitalization, Arts in the City, Museum and Tourism, Neighborhoods, Communities, and Suburbanization, City dwellers, Travelers, and the Tourists in Global city, Sports, Tourism and City Development in the Global Age</p>
<b>Environmental, Energy, and Climate Policy Track</b>	
950721	<p><b>Environmental Policy</b> Introduction to Environmental Politics and Policy, History of Global Environmental Change, Environmental Impact of human Activity, Seminar on Global Environmental Change and Case study, Institutional Setting of Environmental Policy, Air Pollution and Policy, Water Pollution and Policy, Ground Pollution and Policy, Biodiversity and Forest Conservation, Seminar on Pollution Control and Environmental Conservation, Environmental Law and Institution, Environmental Economic Tools, Environmental Risk Assessment, Comparing Environment Policymaking around the World, Energy and Environment</p>
950722	<p><b>Global Climate Policy</b> Introduction to Climate Change and Its Relationship with Science and Society, The Emergence and Politicization of Climate Science, Institutionalization and Governance of Climate, Economic and Development Challenges of Climate Change, Lay Worldviews, perceptions and knowledges of Climate Change, Media Reporting of Climate Change, The Future Roles of Climate Experts, Institutions and the Public</p>
950723	<p><b>Climate Mitigation and Adaptation Policy</b> Climate Mitigation Policy: History and Our Scenarios, Emission Trading Scheme - Cap and Trade Approach, Greenhouse Gas and Carbon Accounting, Climate Mitigation Program and Urban Development, Examples - Reducing emissions from deforestation and forest degradation, Carbon Tax Scheme, and nationally determined contributions (NDCs), Carbon Market and Finance Workshop, Conceptual History and Policy Framework of Climate Adaptation, Adaptation, Vulnerability, Disaster Risk Reduction, Resilience and Transformation, Mainstreaming Climate Adaptation in Development, Overcoming Barriers to Adaptation: Thresholds, Values and Governance, Workshop and Presentation: Designing Policy for a Low Carbon and Resilient Community</p>

950724	<p><b>Energy Policy</b> Introduction Energy system and development. Imbalance resource allocation. Energy supply. Energy demand. Energy markets. Securing energy system and policy measures. Policy and planning of energy efficiency and conservation. Assessing energy policy</p>
950725	<p><b>Natural Resource Management</b> Historical / current issues and practices, Soils, Water, Basic ecological principles, Forest ecology and management. Coastal ecology and management. Global change biology. Wildlife ecology and management. Ecosystem goods and services</p>
950726	<p><b>Natural Disaster Management</b> Concepts of natural disasters and these multiple related causes and impacts. Concepts of integrated natural disaster management. Principle and process of natural disaster management. Analyses of potentials and limitation of natural disaster monument from Thai cases. Synthesis from cases studies for natural disaster management policies at national to community</p>
<b>Digital and Governance Policy Track</b>	
950731	<p><b>E-Governance</b> An overview of e-Governance, Roles of ICT in good governance. Benefits of e-Governance, Types of e-Governance, Models of e-Governance, Social media and governance. Policy framework for facilitating in e-Governance, Current issues and trends in e-Governance, Case studies of e-Governance in practices</p>
950732	<p><b>Digital Society and Governance</b> Overview of digital society, Internet of things in the networked world. Roles of big data in society, Smart city development, Privacy and digital society, Theorising digital society. Current issues and trends of digital society, Case studies of digital society practices</p>
950733	<p><b>Intellectual Property Management</b> Creations of Intellectual Properties, Acquisition of Intellectual Properties, Modern Intellectual Property Rights- Copyright and Related Rights, Patents, Trademarks, Trade Secrets, Geographical Indications, Layout-Designs of Integrated Circuits, Plant Variety Protection, Traditional Intellectual Property Rights - Traditional Knowledge, Folklore, Biological Diversity, Planning for Intellectual Property Rights, Misuse of Intellectual Property Rights, Monopolization using Intellectual Property Rights, Dispute Resolutions and Litigations of Intellectual Property Rights, Intellectual Properties and International Trades</p>
950734	<p><b>Social Media and Public Policy</b> Globalization, Modern technology and the political, economic and social changes, Online social media and the political participation in the digital communication age, The case study of online social media and the civil politics in Thailand by the instructor, The case study of online social media and political participation by the student. Using social media for public policy making and public relation. The case study on online social media and the IOT in for bureaucratic administration, Presenting social media innovation for policy making process, Conclusion and trend on the study of online social and public policy making</p>

950735	<p><b>ICT Literacy for Policy Makers</b>  Basic knowledge of Information Technology, Globalization and Information Technology, Practice using software to aid brainstorming activity on the Public Policy making research topic, Practice using software and mobile device to aid field data collecting, Practice using software to aid qualitative data analyzing. Practice using software to aid quantitative data analyzing, Creating citation with computer software. Creating e-Research by using computer software, Presenting research finding in the form of Webinar, Presenting research finding in the form of Online Video Presentation</p>
950736	<p><b>Virtual Sphere and Public Policy</b>  Definition, background and development of “virtual reality” and “virtual sphere”, Approaches to know how to divided public and private in virtual sphere. Political Economy policy and Communicative capitalism, state and surveillance policy in democracy of public sphere, Virtual cultural policy of good sharing and collective experiences of sensation, Formulation policy coping with conflicts and resistance, Case Study of European and US policy - making for virtual sphere, Case Study of Middle East policy - making for virtual sphere, Case study of China policy -making for virtual sphere, Case Study of Southeast Asia policy - making for virtual sphere</p>
<b>Other Elective Courses</b>	
950741	<p><b>Systems Modeling for Public Policy</b>  Introduction to System Modeling for Decision Makers, System Thinking in Public Policy and Static Modeling Method Concepts : Problem definition and model purpose, building theory with causal loop diagrams. System Dynamic Modeling: Building a model, Dynamics of stocks and flows, linking feedback with stock and flow structure, and Analyzing Systems and Creating Robust Policies, Guest Lecture: Modeling in A Practical World, Interactions of Operations, Strategy, and Human Resource Policy: The case of People Express</p>
950742	<p><b>Gender and Development Policy</b>  From women to gender: development of the gender and development studies, Sex, Gender, Gender’s role, and gender equality. Theoretical perspectives of gender and development. The United Nations’ policy on gender equality (the Convention on the Elimination of All Forms of Discrimination Against Women and the Sustainable Development Goals), Education policy, Health/maternal health policy, Work policy, Legal and civil rights, Property rights. Society and culture, state mechanism for promoting women’s rights</p>
950743	<p><b>Environment, Social and Health Impact Assessment</b>  Background, concept, law, policy and the steps of environment impact assessment (EIA), social impact assessment (SIA) and health impact assessment (HIA), screening, scoping, impact analysis, mitigation, impact management, reporting, evaluation, decision Making and case study, also integration between EIA, SIA and HIA</p>
950744	<p><b>Smart Evaluation for Public Program and Policy</b>  Policy dynamics and logics of evaluation appropriateness, Ethical dimensions of policy evaluation. Reframing policy problems for smart evaluation. Policy research and tools for smart policy evaluation. Case study of smart evaluation for policies and programs</p>
950799	<b>Master's Thesis</b>
950798	<b>Independent Study</b>



### Graduation Conditions

At least 1 publication or acceptance to publish in an international journal listed in ISI, Scopus, IEEE, PubMed or Web of Science databases.

### Application Qualifications

To be considered for the Master in Public Policy program, you must have either:

- A Bachelor degree with at least 2nd-class honors, upper division or an equivalent degree, such as a 4-year Bachelor degree with an average grade of B (3) or better (Scale 1-4)
- A good Bachelor degree
- Adequate level of proficiency in English as required by Chiang Mai University

Other qualifications and experience may be accepted subject to approval by the CMU-SPP Selection Committee.

### Document Required:

- Letter of Intent/ Motivation letter stating the type of policy interest.
  - It should be around 500 - 1,000 words in length, covering skills, experiences relevant to field of public policy, ambitions, motivations and interest in the public policy program.
- CMU-SPP Master Program Application Form
- Curriculum vitae
- Academic certificates with transcripts from undergraduate level
- Certified proficiency in English, awarded within the last 2 years: choices are between
  - TOEFL (500 points for paper based; 173 for computer based; 61 for internet-based test)
  - IELTS (score 5.5)
  - TEGS (at least 65)

*This is not necessary for native English speakers or students who have had English as language of instruction at the university they previously studied at (certified by the university).*

- Two letters of recommendation from people who are familiar with applicant's academic background and/ or professional experience. These letters have to be sent to CMU-SPP at [chirada.na@cmu.ac.th](mailto:chirada.na@cmu.ac.th) separately by the referees.
- One photocopy of Thai National ID or Passport
- Test results such as GRE, GMAT, list of publications (optional)  
Please assemble all required application documents in the above order into one PDF file,  
and email to [chirada.na@cmu.ac.th](mailto:chirada.na@cmu.ac.th) and cc: [spp@cmu.ac.th](mailto:spp@cmu.ac.th)  
The PDF file should be named as such: "CMU-SPP\_MA-Name Last name"...

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\*\*\*Please remind that the application will complete when TICA receive the hard copy of the application form and other related documents through the Royal Thai Embassy/Permanent Mission of Thailand to the United Nations/Royal Thai Consulate – General accredited to eligible/territories.