

2.3.2 Basic information of each course / module (Provide information where applicable in Table 3)

Table 3: summary of information on each course/ module

<b>1. Name of Paper</b>	<b>Fundamentals of Public Policy</b>	
<b>2. Code</b>	BBA 1154	
<b>3. Status</b>	Program Elective	
<b>4. Credit Hours</b>	4	
<b>5. Semester and year to be thought</b>	Semester 2 Year 1	
<b>6. Prerequisite (if any)</b>	None	
<b>7. Mode of Delivery</b>	Lectures, group projects assignments, self study, consultation, presentation, placement assignments.	
<b>8. Assessment and Marking Percentage</b>	1. Class Attendance and Participation 2. Continuous Assessment, Assignments and Tests 3. Case Studies, Seminar, Project Paper and Presentation. 4. Final Exam  <b>Total</b>	10% 20% 30% 40%  ----- <b>100%</b>
<b>5. The Teachers</b>	Associate Prof Dr. Leong Choon Heng	
<b>6. The Objective of the Paper</b>	This course aims to expose the students to : <ul style="list-style-type: none"> <li>• Basic concepts in Public Policy and their respective areas of relevance such as social choice, justice and economic organizations.</li> <li>• Rationale and approaches to designing public policies.</li> <li>• The function of economic theory and economic policy as the underlying basis for public policy making and critics.</li> <li>• Sector examples of implementation of public policies.</li> </ul>	
<b>11. The Learning Outcomes of the Paper</b>	After the course the students will be able to : <ul style="list-style-type: none"> <li>• Define and describe the various definitions, theories and concepts in public policy.</li> <li>• Explain the roles of politics and economics in public policy.</li> <li>• Analyze the different types of approaches and methods in public policy making.</li> <li>• Outline the various issues aroused between the social components such as organization, NGOs and that of the government's.</li> <li>• Learn and understand how state economics fits into the public policy framework forming a basis and at the same time acts as a balancing mechanism.</li> <li>• Identify the various areas of implementation of public policy and examines the issues within those areas.</li> </ul>	
<b>12. A Synopsis of the Paper</b>	This course is an early exposure to students in entrepreneurship or business management to public policy. The focus is on the underlying concepts, definitions and theories to implementation as to allow the students to appreciate the contents as they go along with the topics. It provides a good overview of the externalities of business environment that business people or entrepreneurs should take into account in carrying out their venture. The course is facilitated with normal lectures, tutorials, self learning assignment and participation of students in seminars	
<b>13. Topic of the Paper and</b>	<b>HOURS OF LEARNING TIME</b>	

Contact Hours of Guided Learning (face to face) and Non-Guided Learning (including assignment, group discussion, presentation, lecture preparation etc.)	LECTURE		TUTORIAL		PRACTICAL/ LAB		STUDENT LEARNING HOUR	Quiz. Exam, Final
	GL	NGL	GL	NGL	GL	NGL		
<b>1. Basic Concepts in Public Policy.</b> <ul style="list-style-type: none"> <li>Public policy</li> <li>opportunity costs, social choice and social justice.</li> <li>role of politics and economics in public policy matters.</li> <li>the categories of public policy or typology.</li> <li>economic organization functions in public policy.</li> <li>government's role by intervention.</li> </ul>	3	6	2	4	-	-	4	-
<b>2. Methods and Models for Public Policy Analysis</b> <ul style="list-style-type: none"> <li>public policy as a subfield of political science.</li> <li>public policy theory.</li> <li>the process of how normally public policies are made.</li> </ul>	3	6	2	4	-	-	6	1
<b>3. Rational Public Policy</b> <ul style="list-style-type: none"> <li>public interest theory of government.</li> <li>theory of government.</li> <li>public choice theory.</li> <li>cost-benefit analysis and the role of political entrepreneurs.</li> <li>process of balloting and decision making.</li> <li>mechanism such as voting in the marketplace.</li> </ul>	3	6	2	4	-	-	4	-
<b>4. Economic Theory as a Basis of Public Policy</b> <ul style="list-style-type: none"> <li>principles of two theories ;</li> <li>Adam Smith</li> <li>Classical optimism.</li> </ul>	3	6	2	4	-	-		

<ul style="list-style-type: none"> <li>• Malthusian melancholy.</li> <li>• Karl Marx.</li> <li>• the realist critique of Keynes.</li> </ul>							4	1
<b>5. Economic Policy: Strategies for Tight Budgets and New Social Needs.</b> <ul style="list-style-type: none"> <li>• policy instruments normally used in marketplace.</li> <li>• political economy of deficits and the policy implications.</li> <li>• politics of the deficits.</li> <li>• tax policy as a partial solution.</li> </ul>	3	6	2	4	-	-	12 (Seminar)	1
<b>6. The politics and Economics of Inequality.</b> <ul style="list-style-type: none"> <li>• concepts of equity and equality.</li> <li>• functionalist theory.</li> <li>• trends in inequalities of income and wealth.</li> <li>• ethics and distributive justice.</li> <li>• measures and definitions of poverty.</li> <li>• various policies to fight poverty.</li> </ul>	3	6	2	4	-	-	12 ( Online Forum)	-
<b>7. Living the Public Policy.</b> <ul style="list-style-type: none"> <li>• implementation of public policy in ; <ul style="list-style-type: none"> <li>- Education</li> <li>- Health care.</li> <li>- Environment</li> </ul> </li> <li>• Case study: American Foreign Policy.</li> </ul>	3	6	2	4	-	-	11 (Group discussion)	1
<b>Total</b>	<b>21</b>	<b>42</b>	<b>14</b>	<b>28</b>	<b>-</b>	<b>-</b>	<b>53</b>	<b>6</b>
<b>Total of Learning Hours</b>	<b>164</b>							
<b>Total of Credits</b>	<b>4</b>							
<b>14. Main References</b>	<ul style="list-style-type: none"> <li>• <i>Public Policy : prospective &amp; choice</i> by Charles L. Cochran and Eloise F. Malone, McGraw Hill (1995) – Text book.</li> <li>• <i>Public Policy : politics, analysis and alternatives</i> by Michael E. Kraft and Scott R. Furlong, CQ Press, (2004) – Text book.</li> </ul>							
<b>15. Additional References</b>	<ul style="list-style-type: none"> <li>• <i>Handbook of Public Policy</i> by B. Guy Peters &amp; Jon Pierre (edited version), Sage publications, (2006)</li> </ul>							

