NOVA IMS INFORMATION MANAGEMENT SCHOOL

EXECUTIVE MASTER'S PROGRAM

Data-Driven Public Policies

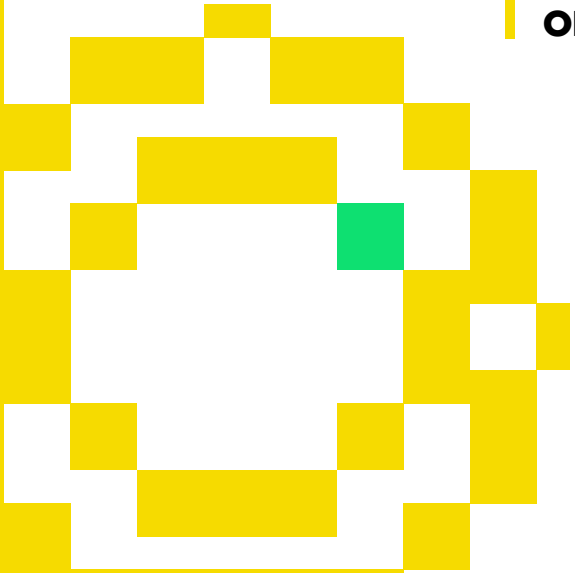
novaims.unl.pt

Data with Purpose.

Monitor through sampling or focus resources on high-risk cases?

Respond to today's pressure or anticipate tomorrow's needs?

Roll out a policy nationwide or test it first in a pilot region?



DATA KNOWS BETTER

Whatever the context, data-driven decisions are more solid decisions.

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Public policy is changing.

Decision-making must evolve as well.

The increasing digitalization of public administration and the advancement of data science are transforming how policies are designed, implemented, and evaluated. In a context of higher expectations, limited resources, and constant scrutiny, better decision-making requires more than experience. It requires evidence, analytical capabilities, and strategic vision.

72%

of citizens have already used digital public services in the EU

Source: Eurostat

100%

European target for online public services by 2030

Source: European Union

45%

of AI use cases in the public sector already support decision-making or forecasting

Source: OCDE

Experience tells us where to look.

Data tells us what to see.

This Master's Program is right for you if you are...

A leader, manager or decision-maker

Want to improve the way policies, programs, and services are designed, prioritized, and evaluated, using data to make decisions with greater rigor, transparency, and impact.

A technical professional, analyst, or specialist

Work in the fields of information, planning, regulation, or digital transformation and want to build your skills in data science, governance, impact assessment, and evidence-based decision-making.

A public innovation or transformation professional

Is involved in projects related to reform, digitization, service improvement, or regulatory innovation and needs to integrate data, technology, and strategic vision into public policy.

Do these dilemmas sound familiar?

Prioritize service where wait times are longest or where the digital divide is greatest?

Design a single response or tailor it to different citizen profiles?

Measure activity and execution or assess actual impact?

If these questions resonate with you, this Master's Program will give you the tools to address them based on evidence, not intuition.

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Why choose this master's program?

Format

Combine world-class education with your professional career. Classes are in-person and held at the Bridge Room, a pioneering facility in Portugal that allows you to occasionally join sessions remotely, ensuring a learning experience equivalent to in-person classes.

Real-world projects

Work with partner organizations, including public administrations and technology companies, on concrete challenges leveraging initiatives such as the NOVA Data Driven Public Policies Lab.

Networking

Join professionals from various industries who share the ambition to transform their organizations.

Immediate Skills

Develop knowledge and tools that can be directly applied to your professional context, enhancing the quality and impact of your decisions.

NOVA IMS credibility

The only university in Portugal dedicated exclusively to data science and recognized with five QS Stars, with programs ranked #1 in the world.

Strategic Vision

More than just tools, develop a leadership approach that is data-driven and grounded in analytical rigor.

For more information
or to apply, visit us at:

novaims.unl.pt/en

Format
Flexibility to balance with your career.

Relevant knowledge
Content tailored to the professional world.

Duration: 2 semesters
An intensive course, total of 60 ECTS.

Applied final project
Development of a project applied to real-world challenges.

High-quality training that fits your career.

We know that professionals with more than five years of experience cannot, nor should they stop working. This Executive Master's Program allows you to develop new skills without interrupting your professional career.

Continuous and flexible learning

In-person classes, with the option to attend some sessions remotely on an ad hoc basis, ensuring flexibility in learning without compromising interaction with instructors and classmates.

NOVA Data-Driven Public Policies Lab

Link to the NOVA IMS Data-Driven Public Policies Lab, dedicated to developing innovative solutions and applying advanced analytics to address real-world challenges in the public sector and governance.

Applied projects

Develop projects with partner organizations and tackle real-world challenges, putting the knowledge you've gained into immediate practice.

Active community

Access to a network of professionals and experts who share the same ambition.

No need to put your career on hold.

You need a program that supports and recognizes your professional growth.

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The areas that will shape the future of Public Policy.

Data Science

Analytical techniques to support the formulation, monitoring, and evaluation of evidence-based policies.

Data Governance

Models for quality, sharing, interoperability, privacy, and transparency in public data management.

AI in the Public Sector

Applications of AI and machine learning to support decision-making, improve services, and anticipate needs.

Impact Evaluation

Quantitative and qualitative methods to measure results, correct deviations, and enhance the effectiveness of public policy.

Policy and Service Design

Citizen-centered approaches to design measures that are more relevant, accessible, and feasible. Regulation and Digital Transformation.

Regulation and Digital Transformation

Regulatory frameworks, ethics, and leadership to drive the modernization of public administration.

Governing is not improvising.

It's interpreting, testing, and adjusting.

Explore

What public issue exists?

Analyzing the context, administrative data, social indicators, and trends to identify challenges and priorities.

Define

What response makes sense?

Measuring results, assessing impact, and analyzing evidence to correct, strengthen, or redefine policies.

Skills You Will Develop.

1. Understand the fundamental principles of public policy and their relationship to data science.
2. Apply advanced analytical techniques to support the formulation, implementation, and evaluation of public policies.
3. Integrate approaches based on artificial intelligence and machine learning into the development of evidence-based policies.

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This master's program prepares you across all four levels.

Because the future of cities is predictive.

Evaluate

What is working?

Traffic forecasting models, energy demand forecasting, urban scenario simulation.

Transform

How to scale with confidence?

Data governance, leadership, and change to institutionalize more informed decisions and smarter services.

4. Implement data governance models that enhance quality, transparency, and capacity.

5. Assess impact, address ethical and legal risks, and lead innovation and digital transformation initiatives in public administration.

The goal is not to always be right.

It is to start making informed decisions, measure results, and adjust.

Designed to prepare the decision-makers of tomorrow.

The Executive Master's Program in Public Policy and Data Intelligence addresses the need to train professionals capable of designing, managing, and evaluating evidence-based public policies, transforming data into smarter, more transparent, and sustainable decisions.

This program combines strategic vision with a strong focus on practical application, covering topics such as data science, artificial intelligence, governance, impact assessment, digital regulation, and leadership in public sector transformation. It does so through case studies, applied projects, and direct engagement with real-world challenges in public administration.

Study Plan

Fall Semester

Course Units	Duration	ECTS
Data Governance	Quarterly	4
Data Science for Public Policies	Quarterly	4
Impact Evaluation and Artificial Intelligence	Quarterly	4
New Horizons	Quarterly	3
Policy and Service Design	Quarterly	4
Public Policies Capstone	Quarterly	3
Smart and Sustainable Cities and Territories	Quarterly	4
Smart Regulation	Quarterly	4

Spring Semester

Course Units	Duration	ECTS
Final Work Project	Semester	30
Total	**2 semesters**	**60 ECTS**

Partner Entites

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Program Directors

Pedro Simões Coelho **Miguel de Castro Neto**

Pedro Simões Coelho is a Full Professor at NOVA IMS and a specialist in Statistical Methods and Data-Driven Decision Making. As a Senior Expert for the European Commission, he works on the evaluation of public policies. Miguel de Castro Neto is Dean of NOVA IMS and a leading authority on Urban Intelligence and Public Innovation. Both are coordinators of the NOVA Data-Driven Public Policies Lab, promoting the development of more effective, data-driven public policies.

Make decisions based on evidence, not intuition.

BECOME A DATA-DRIVEN LEADER

Contacts

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About NOVA IMS.

The NOVA Information Management School (NOVA IMS), part of NOVA University Lisbon, is the only school in Portugal dedicated exclusively to data science and a leading institution in Data Science, Information Management, and Information Systems. It is internationally recognized, with its Master's in Information Management ranked #1 in the world by Eduniversal and awarded five QS Stars. With strong ties to the market and a practical, interdisciplinary approach, it combines teaching, research, and innovation to create value from data. It has an international network of partners and alumni, preparing professionals to thrive in a global, data-driven environment. Through applied research, it develops innovative solutions and supports decision-making in organizations.

NOVA UNIVERSITY OF LISBON

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