

EXECUTIVE POSTGRADUATE PROGRAM

Data-Driven Public Policies

The Executive Graduate Program in Data-Driven Public Policies was designed to enable professionals to transform data into effective policies, integrating science, technology, and public management.

Data-Driven Public Policies

Program Overview

The Executive Graduate Program in Public Policy and Data Intelligence trains leaders capable of transforming information into public action, combining data science, artificial intelligence, and government management. In a context where digitization is redefining the public sector, this program prepares professionals to design, manage, and evaluate evidence-based policies, promoting smarter, more transparent decisions that have an impact on society.

Combining a solid conceptual foundation with a strong practical component, the course addresses topics such as data governance, artificial intelligence, impact assessment, and digital regulation. Through case studies and applied projects, participants develop skills to transform data into useful knowledge and promote smarter and more innovative public administration.

Program goals

The program aims to train specialists capable of:

- Understanding the fundamental principles of public policy and its relationship with data science;
- Applying advanced analytical techniques to support the formulation and evaluation of public policies;
- Integrating artificial intelligence and machine learning approaches into the development of evidence-based policies;
- Implementing data governance models to optimize public management and transparency;
- Evaluating the impact of public policies using quantitative and qualitative methods;
- Understanding the ethical and legal implications of data use in public policy;
- Developing strategic skills for managing innovation and digital transformation in public administration.



Format
Hybrid



Language

Classes in Portuguese. Some materials may be in English.



Length

The course lasts one semester, with a total of 30 ECTS

Start Date

September 2026

Who is it for?

Senior executives and technical professionals from public and private institutions who seek to understand the potential of data analysis and intelligence in the formulation and management of public policies. The program is also designed for professionals who wish to deepen and update their skills in public policy and data intelligence.

It offers an applied and strategic approach, aligned with the real challenges faced by those in leadership, management, or decision-making roles in the public sector, or in organizations committed to creating social value.



For more information or to apply, please visit:
www.novaims.unl.pt/PPID

Study plan

Fall Semester

Course Units	Duração	ECTS
Impact Assessment and Artificial Intelligence	Trimestral	4
Smart and Sustainable Cities and Territories	Trimestral	4
Data Science for Public Policy	Trimestral	4
Policy and Service Design	Trimestral	4
Data Governance	Trimestral	4
New Horizons	Trimestral	3
Final Public Policy Project	Trimestral	3
Smart Regulation	Trimestral	4

Program Coordinators



MIGUEL DE CASTRO NETO
Director of NOVA IMS and Associate Professor in Information Management and Information Systems, he is one of Portugal’s leading experts in urban intelligence and public innovation. Renowned for his leadership in smart cities and the promotion of data-driven policies, he combines strategic vision with hands-on experience in governance and sustainability.



PEDRO SIMÕES COELHO
Full Professor at NOVA IMS, he is an international reference in statistics and data analysis applied to decision-making. Known for his ability to turn evidence into impact, he brings together a distinguished academic career and strategic consulting experience in public policy, impact assessment, and evidence-based governance.

About NOVA IMS

The NOVA Information Management School (NOVA IMS), part of the NOVA University of Lisbon, is the only school in Portugal dedicated exclusively to data science, artificial intelligence, and information management. With over 4,300 students from 100 nationalities, it is internationally recognized for the quality of its teaching, research, and connection to the market. Its programs lead the global rankings – the Master’s in Information Management (specialization in Business Intelligence) was distinguished by Eduniversal as the best in the world for the seventh consecutive year – and in 2025 the school obtained the maximum rating of five stars in all dimensions of the QS Stars University Ratings. The faculty includes eight professors among the top 2% of most cited scientists in the world, according to Stanford University. Since its foundation in 1989, NOVA IMS has combined pedagogical innovation, scientific excellence, and connection to society, training professionals and researchers capable of transforming data into useful knowledge and generating real impact in multiple domains of economic and social life.

Partner Entities



AGÊNCIA PARA A MODERNIZAÇÃO ADMINISTRATIVA



IAPMEI



CÂMARA MUNICIPAL Alenquer



COTEC Portugal



INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL



Instituto Português da Qualidade



OESE
OBSERVATÓRIO EUROPEO DE
SEGURANÇA E SUSTENTABILIDADE REGIONAL

Contacts

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MASTER'S PROGRAM

Information Management

Specialization
Business Intelligence

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Nine NOVA IMS programs are among the best in the world. The Master's in Information Management – Business Intelligence is #1 worldwide in its category for the 7th edition in a row.

WORLD	#2	#7		
EUROPE	#2	#5	#1*	#1*
PORTUGAL	#1	#2	#1	#1

MASTER'S PROGRAMS

Statistics and Information Management
Specialization:
Risk Analysis and Management

Data-Driven Marketing
Specialization:
Marketing Intelligence

Data Science and Advanced Analytics

Information Management
Specialization:
Information Systems Management

WORLD	#2	#3		
EUROPE	#2	#3	#2*	#11*
PORTUGAL	#1	#1	#1	#2

POSGRADUATE PROGRAMS

Information Management and Business Intelligence in Healthcare

Enterprise Data Science & Analytics

Digital Marketing and Analytics

Digital Enterprise Management

*Western Europe

ACCREDITATIONS AND CERTIFICATIONS



CO-FINANCED

