

**NOVA**

**IMS**

Information  
Management  
School

# DATA with PUR POSE

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POSTGRADUATE PROGRAMS AND MASTER DEGREE PROGRAMS

**BUSINESS AND INFORMATION MANAGEMENT AREA**

UNIVERSIDADE NOVA DE LISBOA



## Executive Postgraduate Program

# Data-driven Public Policies

The increasing digitalization of public administration and the advancements in data science are transforming policy formulation and management. The Executive Postgraduate Program in Public Policy and Data Intelligence addresses this challenge by equipping policymakers and public sector managers with the skills to leverage data for more effective and innovative policies.

This executive program focuses on integrating advanced analytical techniques, including artificial intelligence, into public policy formulation, empowering participants to make informed, evidence-based decisions. The course covers key topics such as data governance, AI applications in public policy, impact assessment, and digital regulation. Its methodology combines a strong practical component – featuring case studies and applied projects – with a solid conceptual foundation.

### Goals

The course aims to train specialists who are able to:

- Understand the fundamental principles of public policy and its connection to data science;
- Apply advanced analytical techniques to support the formulation and evaluation of public policies;
- Integrate artificial intelligence and machine learning approaches into evidence-based policy development;
- Implement data governance models to optimize public management and transparency;
- Assess the impact of public policies using quantitative and qualitative methods;
- Understand the ethical and legal implications of data usage in public policy;
- Develop strategic skills for managing innovation and digital transformation in public administration.

### Study Plan

The curriculum of this course consists of seven course units, totaling 30 ECTS:

- Data Governance;
- Data Science for Public Policy;
- Impact Assessment and Artificial Intelligence;
- New Horizons;
- Policy and Service Design;
- Smart and Sustainable Cities and Territories;
- Smart Regulation.

### Program Coordinators

Miguel de Castro Neto  
Pedro Simões Coelho

### Program Length

One semester, totaling 30 ECTS.

