



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Public Policy Design, Implementation and Monitoring

Business, Commerce and Management Studies / Public Administration

Unit Standard 242907 · NQF Level 7 · 20 Credits · 17 Days

COURSE OVERVIEW

This course equips learners with the competencies to conceptualise, design, implement, and monitor public policies and programmes. It provides a systematic framework for policy analysis, stakeholder engagement, and performance evaluation within the South African public sector context.

Category	Business, Commerce and Management Studies
Subfield	Public Administration
Unit Standard	242907
Accreditation	SAQA Accredited · NQF Level 7 · 20 Credits
Duration	17 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the policy environment and identify key issues requiring public intervention.
- Design a public policy or programme using evidence-based frameworks and stakeholder inputs.
- Implement a policy or programme plan, including resource allocation and risk management.
- Monitor and evaluate policy or programme performance against defined indicators.
- Apply ethical principles and governance standards throughout the policy cycle.
- Communicate policy recommendations and findings to diverse audiences.

WHO SHOULD ATTEND

- This course is designed for public sector managers, policy analysts, programme coordinators, and officials involved in policy development and implementation at national, provincial, or local government levels.

COURSE OUTLINE

Day 1: Introduction to Public Policy

- What is public policy?
- The role of government and stakeholders
- Types of public policy: distributive, regulatory, redistributive
- Overview of the policy cycle
- Policy environment and context

Day 2: Policy Analysis and Problem Identification

- Problem identification methods
- Stakeholder analysis
- Needs assessment techniques
- Framing policy problems
- Prioritization criteria

Day 3: Policy Design Principles

- Policy design frameworks
- Policy instruments: regulation, incentives, information
- Ethical considerations in design
- Design thinking approach
- Feasibility analysis

Day 4: Evidence-Based Policy Making

- Role of research and data
- Quantitative and qualitative evidence
- Cost-benefit and cost-effectiveness analysis
- Risk assessment
- Case studies of evidence-based policy

Day 5: Stakeholder Engagement and Consultation

- Stakeholder mapping
- Engagement methods: workshops, hearings, surveys
- Communication strategies
- Conflict resolution
- Feedback integration

Day 6: Policy Implementation Planning

- Implementation models: top-down, bottom-up
- Action planning and timelines
- Resource allocation
- Risk management
- Monitoring mechanisms

Day 7: Institutional Arrangements and Governance

- Institutional mapping
- Intergovernmental relations
- Public-private partnerships
- Accountability frameworks

- Case studies

Day 8: Policy Monitoring: Concepts and Frameworks

- Monitoring vs evaluation
- Logic models and theory of change
- Indicator development
- Data collection methods
- Monitoring systems

Day 9: Data Collection and Analysis for Monitoring

- Surveys, interviews, observations
- Sampling techniques
- Data quality assurance
- Basic data analysis
- Reporting formats

Day 10: Policy Evaluation: Approaches and Methods

- Evaluation frameworks
- Experimental and quasi-experimental designs
- Process and impact evaluation
- Cost-effectiveness analysis
- Utilization of findings

Day 11: Performance Measurement and Reporting

- Key performance indicators (KPIs)
- Balanced scorecard approach
- Dashboards and visualizations
- Reporting standards
- Feedback loops

Day 12: Policy Adaptation and Learning

- Adaptive management principles
- Mid-course corrections
- Learning organizations
- Knowledge management
- Case studies

Day 13: Ethics, Transparency, and Accountability

- Ethics frameworks
- Transparency tools: open data, public access
- Accountability mechanisms
- Anti-corruption measures
- Whistleblower protection

Day 14: Policy Communication and Advocacy

- Communication planning
- Stakeholder-specific messaging
- Media engagement
- Advocacy campaigns
- Policy briefs

Day 15: Integrated Case Study: Policy Design to Monitoring

- Case study introduction
- Problem analysis and design
- Implementation and monitoring plan
- Evaluation framework
- Group presentation

Day 16: Course Review and Assessment

- Recap of policy cycle
- Assessment: written exam and practical exercise
- Feedback session
- Action planning
- Certification

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **20 NQF credits** at **NQF Level 7**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 61,900.00	R 61,900.00
1	In-House	R 80,400.00	R 80,400.00
1	On-Campus (Pretoria)	R 92,800.00	R 92,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	25 Aug 2026	On-Campus	Cape Town, South Africa
04 Aug 2026	26 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	27 Aug 2026	On-Campus	Pretoria, South Africa
05 Aug 2026	27 Aug 2026	On-Campus	Lagos, Nigeria
06 Aug 2026	28 Aug 2026	On-Campus	Johannesburg, South Africa
07 Aug 2026	31 Aug 2026	On-Campus	Mauritius
10 Aug 2026	01 Sep 2026	On-Campus	Dubai, UAE
11 Aug 2026	02 Sep 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 242907) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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