The Role of Public Policy in Private Sector Development

International Course

6-9 May 2013
Townhouse Hotel, Cape Town

It is widely recognised that private sector performance is a key factor driving any country's growth and development, and that government policies and programmes can either stimulate or inhibit sustainable growth in the private sector.

Long under-appreciated, however, has been the importance of the individuals who design those policies and programmes: the local government officials and members of the private sector making the decisions that frame the business environment.

The University of Cape Town’s Graduate School of Development Policy and Practice (GSDPP), in collaboration with the Leadership Academy for Development (LAD), an affiliate of the Johns Hopkins University School of Advanced International Studies (SAIS), will be offering a course in May 2013 that addresses some of the challenges faced by public sector leaders as they foster economic growth in politically-charged environments.

This course, developed by Professors Francis Fukuyama and Roger Leeds, was first offered in October 2011.

The new version will also be facilitated by international and national trainers and experts.
The course

The course is a 4-day, intensive programme for a small number of high level government officials and business leaders from South Africa and other African countries (25-30 in total). It will explore how government can encourage and enable the private sector to play a more effective, productive role in economic growth and development. The curriculum is designed to reinforce and illustrate three critically important hypotheses about the role of public policy in private sector development:

1. Public policy matters! The performance of the private sector and its role as either a catalyst or an obstacle to economic growth is closely connected to how well or badly government policies are designed and implemented.
2. The public officials responsible for enhancing private sector participation must acquire a range of analytical skills to be effective. But policy reform is not like engineering or other technical fields where there is a clear optimal solution to a problem. Designing and implementing meaningful policy reform requires an interdisciplinary knowledge of economics, politics, local history and culture, combined with a sense of how to set priorities, sequence actions and build coalitions.
3. Successful policy outcomes that encourage and strengthen private sector participation are contingent upon the capacity of government officials and business leaders to understand and appreciate the interests, motivations and objectives of their counterparts.

The course objectives will be achieved by a combination of:

1. Lectures that provide participants with an analytical framework for thinking about the intersection between public policy and the private sector’s role as a driver for economic growth and development.
2. Case studies drawn from Africa, Asia and the Americas describing actual examples of public policy initiatives designed to strengthen the private sector’s role in the economy. Each case requires participants to assume the role of a policy-maker or private sector actor who must conduct rigorous analysis and then reach a decision about a specific policy initiative or investment.
3. A guest lecture by Leo Hindery, a prominent US business leader, on ‘Investment in the developing world’.

The course will be offered in Cape Town, at the University of Cape Town.

Who should attend?

The course is open to:

- Senior government officials with responsibility for crafting and executing policies designed to attract higher levels of private sector participation that will spur economic growth and development, and
- Strategic leaders from the business community.
Faculty and methodology
The course will draw on capacities and learning approaches of:

The Graduate School of Development Policy and Practice:
The School provides professional and academic training for senior government officials, elected office bearers and those engaged in public policy in South Africa, other African countries and beyond.

It also engages in research, consultancy and policy advice on issues related to development policy and practice in Africa. In doing so, it builds on the academic resources of the different faculties at the University of Cape Town, as well as those of local and international partners. It seeks to strengthen links between the research community and the policy community.

The School promotes the development of strategic leadership in government, including a strong emphasis on accountability in government.

The Leadership Academy for Development:
The Leadership Academy for Development (LAD) is an executive education program housed at the Johns Hopkins University School of Advanced International Studies (SAIS). The mission of LAD is to provide future leaders of the public and private sectors in developing countries with the tools to encourage the private sector to play a more productive role in economic growth and development.

LAD has developed a unique, multidisciplinary curriculum that uses case studies to illuminate the challenges associated with enhancing private sector performance in emerging economies. The cases address a wide range of issues - from the risks and opportunities of private sector participation in high priority infrastructure projects to the nuances of creating a good investment climate. Rather than serve as examples of "best practices" or "how-to" guides, the cases are designed to encourage participants to think critically about the key decisions that have led to policy reforms.

The course will be delivered by:
Roger Leeds, professor at the School of Advanced International Studies (SAIS) of the Johns Hopkins University and Director of the School’s Center for International Business and Public Policy.
Francis Fukuyama, Olivier Nomellini Senior Fellow at the Freeman Spogli Institute for International Studies (FSI), resident in FSI's Center on Democracy, Development, and the Rule of Law, Stanford University.
Alan Hirsch, Director of the Graduate School of Development Policy and Practice (GSDPP) at the University of Cape Town.
Brian Levy, Academic Director of the Graduate School of Development Policy and Practice (GSDPP) at the University of Cape Town and faculty member at the School of Advanced International Studies, Johns Hopkins University.
Leo Hindery, Jr., chair of the U.S. Economy/Smart Globalization Initiative at the New America Foundation, a member of the Council on Foreign Relations, and, from 2005 through 2007, Vice Chairman of the United States Presidential/Congressional HELP Commission on reforming U.S. foreign assistance. He is the former CEO of AT&T Broadband and its predecessors, Tele-Communications, Inc. (TCI) and Liberty Media, and is currently a private equity investor in media companies.
How to apply?

Applications close on Thursday 4 April 2013. Participation will be confirmed by 10 April 2013.

A number of full and partial scholarships will be available. Please indicate when you apply whether you wish to be considered for one of these.

To participate you need to:

- Be a senior government official in a position that affects economic development, or a strategic leader from the business community.
- Be in a position to influence and/or apply new approaches to public policy that affects private sector growth.
- Complete and submit the attached form, including the motivation.

Participants will be selected from amongst the applications received.

Costs

This course is subsidized by a grant from a donor.

Course fees ZAR10,000, all inclusive, payable in advance. Note that this is a residential course. Fees include accommodation, course materials, meals and parking. (Please see note above about availability of full and partial scholarships.)

Participants from South Africa are responsible for their own travel to Cape Town. Travel costs for participants from outside South Africa will be covered (economy class airfares), but they are responsible for the costs of visas and travel insurance (if applicable).

On confirmation of acceptance on the programme, you will receive payment details.

Payment must be received by no later than 30 April 2013.

For more information or to apply please contact
University of Cape Town Graduate School of Development Policy and Practice

Judith Cornell at judith.cornell@uct.ac.za
Tel: +27-021-650-5239