

Program	BS Media & Development Communication	Course Code	MDC 363	Credit Hours	3
Course Title	PUBLIC POLICY & SUSTAINBLE DEVELOPMENT (Major)				
Course Introduction					
This course examines the intersection of public policy and sustainable development. Students will explore the policy-making process, the role of media in policy advocacy, and the challenges and opportunities for sustainable development.					
Learning Outcomes					
By the end of this course, students will be able to:					
1 Understand the policy-making process and its impact on sustainable development.					
2 Analyze the role of media in public policy and advocacy.					
3 Evaluate the challenges and opportunities in achieving sustainable development.					
Course Content				Assignments/Readings	
Week 1	1	Introduction to Sustainable Development			
Week 2	2	Introduction to Policy Making			
Week 3	3	Concept of Policy Making: Policy Making Process			
Week 4	4	Policy Making: Convergence, Divergence, Implementation			
Week 5	5	Policy Making and Globalization			
Week 6	6	Millennium Development Goals (MDGs) and Sustainable Development			
Week 7	7	United Nations' Sustainable Development Goals (SDGs)			
Week 8	8	Problems and Issues in Development			
Week 9	9	Media and Policy Agenda			
Week 10	10	Dissemination of Policies to Publics			
Week 11	11	Field Work Preparation and Planning			
Week 12	12	Field Work: Interaction with Policy Makers (Part 1)			
Week 13	13	Field Work: Interaction with Policy Makers (Part 2)			
Week 14	14	Field Work Analysis and Reporting			
Week 15	15	Case Studies in Policy Making and Sustainable Development			
Week 16	16	Course Review and Final Presentations			
Textbooks and Reading Material					
1 Jagannathan, S. (Ed.). (2021). Reimagining Digital Learning for Sustainable Development: How Upskilling, Data Analytics, and Educational Technologies Close the Skills Gap. Routledge.					
2 Lemons, J., & Brown, D. A. (Eds.). (2013). Sustainable development: Science, ethics, and public policy (Vol. 3). Springer Science & Business Media.					
3 Elliott, J. (2012). An introduction to sustainable development. Routledge.					

- 4 Puppis, M., & Just, N. (Eds.). (2012). Trends in communication policy research: New theories, methods and subjects. Intellect Books.
- 5 Udo, V. E., & Jansson, P. M. (2009). Bridging the gaps for global sustainable development: A quantitative analysis. *Journal of Environmental Management*, 90(12), 3700-3707.
- 6 Cavalcanti, C. (2000). The environment, sustainable development and public policies. Edward Elgar Publishing.
- 7 Lafferty, W. M., & Meadowcroft, J. (Eds.). (2000). Implementing sustainable development: Strategies and initiatives in high consumption societies (pp. 337-421). Oxford: Oxford University Press.

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.