The PAM major prepares students for leadership roles as policy makers, analysts, and managers in both the public and private sectors. The major's unique strength stems from its combination of robust theory and practical application. Students will learn to integrate analytical thinking, research and data analysis skills, and policy implementation strategies to understand the effects of public and private policies on people's lives.

PAM majors employ theories and methods from economics, sociology, government, demography, and psychology to analyze public policy impacts on society. Students will learn to apply theories designed to explain the development of government policies addressing social issues and how private corporations interact with government to affect the well-being of society. Furthermore, students will learn to analyze management and policy decisions that affect individuals, groups, businesses, and different sectors of society.

The curriculum focus is United States public policy in the areas of health care, consumer, and regulatory issues, and family/social welfare; however, many other policy relevant fields are represented. The major provides opportunities for on- and off-campus undergraduate internships and field experiences that enhance the learning environment. PAM students are strongly encouraged to incorporate a significant experiential component into their course of study.

Core and Required Courses

The following list of courses represent both the required and core courses PAM courses. Students generally take these courses during their freshmen and sophomore years. These courses represent the backbone of policy analysis: statistics, data analysis, sociology, demography, psychology, economics, and policy analysis. In order to succeed in PAM, it is necessary to have a full understanding of these subject areas.

Quantitative Foundational Courses

PAM 2100 – Introduction to Statistics
PAM 3100 – Multivariate Regression Analysis

Core Policy Analysis and Management Courses

PAM 2000 – Intermediate Microeconomics
PAM 2040 – Public Finance
PAM 2300 – Introduction to Policy Analysis
PAM 3300 – Intermediate Policy Analysis
PAM 2030 – Population and Public Policy
Elective Courses

In addition to core and required courses, PAM students must take a minimum of 16 additional credits of PAM elective courses. These elective courses serve several purposes:

- they make use of, support, and advance the material taught in the core courses.
- they focus on public policy relevant subject areas. While the department has specific strengths in consumer, health, and family/social welfare, many other public policy areas are represented. For example, crime, law, education, social security, and so on, are all important areas of instruction and research.
- the elective courses encourage students’ abilities to think critically, apply theories, analyze data, conduct research, manage teams, and present research findings.

Special Studies Courses

Special studies courses encourage students to explore policy analysis outside of typical classroom settings. However, these courses continue to focus on enhancing students’ understanding of core courses, policy analysis, critical thinking, data analysis, research, and presenting research findings. Special studies courses include directed readings, research assistance, field studies, and independent research in policy analysis and management.
<table>
<thead>
<tr>
<th>No.</th>
<th>Competency Area</th>
<th>Examples</th>
</tr>
</thead>
</table>
| 1.  | Basic statistical analysis                 | Describe data with summary tables and charts  
Understand and apply probability theory to data  
Understand sampling distributions  
Conduct hypothesis tests  
Interpret statistical findings |
| 2.  | Multivariate data analysis                 | Ability to interpret OLS regression results  
Ability to perform basic regression analysis  
Understanding research design & endogeneity with particular application to policy analysis |
| 3.  | Research design                            | Design a study to test hypothesis in policy analysis  
Perform relevant statistical analysis to test hypothesis  
Conduct methodological critique of empirical literature |
| 4.  | Economic analysis                          | Perform supply and demand analysis  
Analyze policy using budget constraints and indifference curves  
Understand the theoretical functioning of competitive markets  
Identify conditions for market failure and be aware of potential efficient government solutions  
Understand basic game theory |
| 5.  | Public sector economics                    | Understand the economic efficiency and equity justifications for government  
Understand basic public choice theory of democratic decision making  
Understand the economic impacts of various tax policies and their implications for incentives and efficiencies  
Learn the framework for the major U.S. government functions: healthcare, social security, education, unemployment, social insurance. |
| 6.  | Policy analysis                            | Understand and apply theoretical and empirical models to policy analysis  
Evaluate distributional aspects of policies and programs  
Read and critique existing empirical research  
Communicate the results of policy analysis |
| 7.  | Cost benefit analysis                      | Conduct cost benefit analysis of government projects  
Ability to discount future costs and benefits  
Measure distributional effects of policy  
Apply uncertainty and risk to policy analysis  
Ability to evaluate non-market activities such as environmental policy and the value of a statistical life |
| 8.  | Demographic analysis                       | Understand the logic and skills of demographic research  
Collect and interpret demographic data  
Understand the major components of global population change (fertility, mortality, migration)  
Use demographic techniques to understand relevant policy analysis |
| 9.  | Expertise in a Substantive Policy Area     | Learn in depth details about policies issues in one or several public policy areas, for example consumer, health or family/social welfare |
| 10. | Conduct research                           | Identify an empirical policy question  
Design the research approach  
Collect and analyze data  
Present the research findings |
| 11. | Leadership and team-based collaboration skills | Effectively lead individuals and teams  
Collaborate with team members to complete a research project  
Evaluate the performance of others |
<p>| 12. | Written communication                      | Write executive summaries, policy reports, research briefs, or cover letters |</p>
<table>
<thead>
<tr>
<th>skills</th>
<th>Develop presentation slides that achieve their intended purpose</th>
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</table>
| 13. Oral communication and presentation skills | Communicate with colleagues and supervisors effectively
Verbally present issues and findings to diverse external audiences
Respond to questions effectively |
| 14. Working within diverse groups | Appreciate and value individual differences
Listen to and consider alternative points of view
Share responsibility and information within diverse groups |
## Mapping of PAM Undergraduate Outcomes to CHE Learning Outcomes

<table>
<thead>
<tr>
<th>PAM Competency</th>
<th>CHE Outcome</th>
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<tbody>
<tr>
<td></td>
<td>1. Comprehend disciplines and fields</td>
</tr>
<tr>
<td>Basic statistical analysis</td>
<td>X</td>
</tr>
<tr>
<td>Multivariate data analysis</td>
<td>X</td>
</tr>
<tr>
<td>Research design</td>
<td>X</td>
</tr>
<tr>
<td>Economic analysis</td>
<td>X</td>
</tr>
<tr>
<td>Public sector economic</td>
<td>X</td>
</tr>
<tr>
<td>Policy analysis</td>
<td>X</td>
</tr>
<tr>
<td>Cost benefit analysis</td>
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</tr>
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