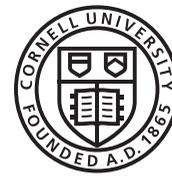# Policy Analysis and Management

Putting theory into practice in the public and private sectors

Program highlights: Demography | Economics and public policy | Policy analysis | Regulation and public policy | Social welfare policy

Overview

Policy Analysis and Management (PAM) students and faculty study the effects of government policies on individuals and families, public health, education, crime, product markets, financial markets, and a variety of other social impacts. The major's unique strength stems from the research tools learned and used – robust theory, rigorous empirical quantitative skills, analytical thinking and planning, practical applications to real world policy issues – all of which are highly sought after by the best in government and industry.

Public policy is ubiquitous, covering almost all aspects of social and market interaction, from the environment to immigration, banks to farming, and social security to crime. Developing and implementing appropriate legislation is crucially important to individuals, communities, and society at large. Studying, understanding, and learning from the impacts and externalities of government policy are at the heart of Policy Analysis and Management.

PAM majors employ theories and methods from economics, sociology, demography, and psychology to understand the theoretical effect of government policy. Using data analysis techniques, students learn how to measure the magnitude of policy effects. Through published findings, PAM faculty help inform the public debate.

Students are well qualified and prepared for leadership in business, economics, government, health, law, and public policy in the public, nonprofit, and private sectors due to skills and depth in demography, economics, policy analysis, public finance, and statistics. Many graduates further their education at premier graduate programs in law, business, public policy, economics, and sociology.

Sample Courses

Population and Public Policy (PAM 2030) teaches students to understand the nature, collection, and interpretation of demographic data, the application of demographic techniques, the major components (for example, fertility, mortality, and migration) of national and global population change, and contemporary population problems (such as population aging, teen childbearing, the rise in non-marital childbearing, immigrant adaptation), along with public policies that can influence demographic change.

Introduction to Policy Analysis (PAM 2300) uses theories, concepts, and methods from disciplines such as economics, sociology, and political science to address substantive public policy issues. Students are introduced to the functions of and interactions between the major institutions (public and private) at the national, state, and local levels involved in the policy making process. The course focuses on public policy analysis in the family/social welfare, health, and market regulatory areas and includes an introduction to the technical skills required to undertake policy analysis.

Nonprofits and Public Policy (PAM 3190) examines the important role the nonprofit sector plays in society and as a growing share of the U.S. economy. Students will use economic theory and econometric tools to examine the nonprofit market and how it is shaped by public policy. Theories of the nonprofit market, determinants of charitable giving and volunteering, the role of religion, and the effects of taxes, subsidies and regulations are addressed.

Economics of Consumer Protection and the Law (PAM 3410) focuses on how legal rules and regulations impact consumers in the marketplace. A significant portion of the course will focus on how developments in tort law, contract law, property law, and regulatory law influence social welfare and serve to protect consumers in their interactions with the marketplace.

Research

Undergraduate research opportunities abound for students interested in working closely with faculty members on specific topics. Current faculty have expertise in health care, family and social welfare, financial markets, transportation, Social Security, FDA regulation of pharmaceutical advertising, education, crime, law, and the economics of obesity, among others.

Research examples

- Pharmaceutical Advertising Research Lab (PhADs)
- Inequalities in Access to Medical Care
- Vaping, E-cigarettes, and Public Health
- Housing Policy, Social Services, Child Welfare, and the Opioid Epidemic
- Cornell Project 2Gen

Honors program

The PAM nHonors Program gives official recognition to students who have demonstrated excellence in their academic work and their capacity for independent research. In addition to fulfilling the requirements for the major, students in the Honors Program will participate in an honors seminar and prepare an empirically-based honors thesis. Honors students work with a research mentor in preparing for their thesis. Students apply to the Honors Program during the first semester of their junior year.

Experiential Opportunities

The curriculum is further enhanced with optional integrative capstone experiences that provide students an opportunity to gain practical, hands-on learning through internships and study away opportunities.

Study away options

Students are encouraged to expand their policy knowledge through study away programs. In addition to Cornell's semester-long study abroad options, the PAM department offers a ten day field study in Copenhagen, as part of the *Population and Public Policy* course, and a three week Cornell-in-Turn summer course, *Population Controversies in Europe*. Cornell University's domestically-based study away programs, the Capital Semester (located in New York State's Capitol, Albany, NY) and Cornell in Washington (located in Washington D.C.) are also options.

Internship examples

Business Development Intern, Kerry Logistics

Business Development Intern, Wemark

Health Policy Intern, New America

Political and Communication Intern, SKDKnickerbocker

Policy Coordination and Planning Intern, Foreign Agricultural Service, U.S. Department of Agriculture

Professional Pathways

The increased interaction of federal, state, and local governments with social service organizations and private corporations requires specialized analytical skills and in-depth institutional knowledge of the applicable markets. Students are well positioned to enter policy-making divisions in government agencies, non-profit organizations, and corporations, or to pursue graduate study.

Rewarding employment opportunities exist for policy analysts and administrators in healthcare organizations, think tanks, management consulting, investment banking, and other private and public-sector analyst positions.

One-Year Master's Degree

PAM juniors are eligible to apply to the Sloan program in Health Administration for a five-year B.S./M.H.A. This accelerated program expands on the undergraduate PAM health policy curriculum to prepare students for leadership positions in healthcare. Graduates enter the job market with strong management skills, a deep understanding of the health care industry, and connections to the vast Sloan alumni network.

Sample career paths

Analyst, Deloitte Consulting

Cocoa Sourcing and Sustainability Analyst, Barry Callebaut Group

Finance Officer, Executive Office of Health and Human Services at MassHealth

Paralegal, Trachtenberg Rodes & Friedberg

Political Strategy Consultant, Schoen Consulting

Public Finance Investment Banking Analyst, Bank of America

Regulatory Policy Analyst, Goldman Sachs

Research Associate, Gartner

Social and Economic Policy Research Assistant, Abt Associates