

## Second year of the Executive Master in EU Studies

### Strategic planning, implementation and evaluation of development programs in the EU

Theme/Topic:	Strategic planning, implementation and evaluation of development programs in the EU (SPIED)
Expert:	<b>Ms Gyöngyvér Gyene</b> , independent consultant in EU cohesion policy, evaluations and sustainable development
Character:	Elective
ECTS Credits:	3 ECTS credits
Teaching methods:	Course material online, lecture, group work and discussion at the presence workshop, mid-course webinar, guided forum
Assessment methods:	Presentation of assignment, active participation in team work, presence and online workshop and forum discussion
Skills & competences:	Fundamentals of strategic planning and evaluation in the EU context, practice of forecasting and backcasting, practice of planning evaluations and creating and assessing an evaluation Terms of Reference (TOR)

#### Objectives and course content:

1. Facilitate an understanding of the role and functioning of strategies in the context of EU development programs,
2. Learn how business strategies differ from public service ones,
3. Practice and have fun using some of the key tools used in designing, implementing and evaluating strategies within the institutional framework of the EU

The course content is focused on strategic planning and implementation roles at two levels: member state governments and the EU Commission.

#### Bibliographical advice:

Henry Mintzberg, 1994: The rise and fall of strategic planning: reconceiving roles for planning, plans, planners. The Free Press, New York: Introduction, Chapter 1, Chapter 5.

## European and International Studies

Gerry Johnson, Richard Whittington, Kevan Scholes, Steve Pyle, 2011: Exploring strategy. Text and Cases. 9th edition. Pearson Education Limited, Harlow, Essex, England.

EU Regional policy guidance on Programming 2014-2020

<https://webgate.ec.europa.eu/esiflegislation/display/ESIFLEG/Guidance+Home>

Evaluation plans (for MA) - incl. Terms of reference for impact evaluations and Quality management of external evaluationsd

<https://webgate.ec.europa.eu/esiflegislation/display/ESIFLEG/GNo115+-+Evaluation+plans+%28for+MA%29+-+incl.+Terms+of+reference+for+impact+evaluations+and+Quality+management+of+external+evaluations>

Guidance document on monitoring and evaluation 2014-2020

[https://ec.europa.eu/regional\\_policy/sources/docoffic/2014/working/wd\\_2014\\_en.pdf](https://ec.europa.eu/regional_policy/sources/docoffic/2014/working/wd_2014_en.pdf)

EVALSED - Evaluating socio-economic development – the Guide and the Sourcebook on Methods and Techniques

[https://ec.europa.eu/regional\\_policy/en/policy/evaluations/guidance/#2](https://ec.europa.eu/regional_policy/en/policy/evaluations/guidance/#2)

Guidance for the Design of Quantitative Survey-Based Evaluation

[https://ec.europa.eu/regional\\_policy/sources/docgener/evaluation/doc/performance/scarpa.pdf](https://ec.europa.eu/regional_policy/sources/docgener/evaluation/doc/performance/scarpa.pdf)

Guidance for the design of qualitative case study evaluation

[https://ec.europa.eu/regional\\_policy/sources/docgener/evaluation/doc/performance/Vanclay.pdf](https://ec.europa.eu/regional_policy/sources/docgener/evaluation/doc/performance/Vanclay.pdf)

EU Better regulation guidelines

[https://ec.europa.eu/info/law/law-making-process/planning-and-proposing-law/better-regulation-why-and-how/better-regulation-guidelines-and-toolbox\\_en](https://ec.europa.eu/info/law/law-making-process/planning-and-proposing-law/better-regulation-why-and-how/better-regulation-guidelines-and-toolbox_en)

[https://ec.europa.eu/regional\\_policy/sources/docgener/evaluation/pdf/performance2127/performance2127\\_sw\\_d.pdf](https://ec.europa.eu/regional_policy/sources/docgener/evaluation/pdf/performance2127/performance2127_sw_d.pdf)