

MPA in Innovation, Public Policy and Public Value

Master of Public
Administration (MPA)

IIPP

Master of Public Administration (MPA) Innovation, Public Policy and Public Value

The Institute for Innovation and Public Purpose (IIPP) has a mission to change how public value is imagined, practiced and evaluated to tackle societal challenges and achieve economic growth that is more innovation-led, sustainable and inclusive.

Our MPA provides students with the dynamic skills required for purpose-driven organisations—in public, private and civil sectors—to confront the grand challenges of the 21st century. To tackle these challenges—such as climate change, aging populations, rising inequality—requires organisations to be dynamic, experimental and imbued with public purpose.

The programme is built on four unique and innovative modules: Public Value and Public Purpose; Grand Challenges and Systems Change; Creative Bureaucracies; and Transformation by Design. Students will develop an in-depth understanding of innovation in economics, technology and organisations, combined with cutting-edge thinking around public administration, governance, strategic design and digital transformation.

As a graduate of the programme you will be equipped to reshape organisations to be mission-led and driven by public purpose. You will be able to steer explorative and risk-taking processes that structural change, innovation and socio-economic transformation require.

Curriculum

The programme is divided over three terms in one academic year, with four compulsory (90 credits) and two optional taught modules (30 credits) plus a final project (60 credits). Team work is critical throughout.

Compulsory modules (90 credits)

The first term is focused around two core modules (30 each):

Public Value and Public Purpose: delves into different approaches to understand the creation and measurement of public value and different framings for purpose-led organisations.

Grand Challenges and Systems Change: considers how public value and purpose can direct innovation by multiple actors to tackle societal grand challenges, from those around the climate and health, as well as to guide fiscal and financial frameworks.

The second term offers two further compulsory modules (15 each):

Creative Bureaucracies: looks at governance frameworks geared to developing dynamic capabilities within organisations that need to be flexible, adaptable and willing to experiment.

Transformation by Design: develops strategic design skills and techniques for creating policy innovation cultures, processes, environments and organisations, particularly addressing the dynamics of digital transformation.

Optional modules (30 credits)

In the second term, students will choose two optional modules from a selection in other Master programmes across different faculties at UCL. These range from modules in urban innovation, democratic theory, political philosophy and social inequality.

Rethinking Capitalism

New economic thinking will be a cross-cutting theme throughout the course. IIPP also runs a module, Rethinking Capitalism, which features guest academic lectures from world-leading economic thinkers, including Stephanie Kelton, William Lazonick, Branko Milanovic, Eric Beinhocker, Andy Haldane and Dimitri Zenghelis. This will be available to all MPA students.



Left: IIPP Deputy Director Rainer Kattel and IIPP Director Mariana Mazzucato

Fieldwork: Policy Tools in Action

Students will benefit from seeing first-hand the impact of the ideas presented in the modules. IIPP is having a global impact on policies through its Commission on **Mission-Oriented Innovation and Industrial Strategy (MOIIS)** in the UK; its work creating a 'missions' framework for the European Commission horizon programme; and its high-impact work co-designing new institutions like state investment banks.

As part of the final project you can undertake a placement at one of IIPP's partnership organisations, such as those in our **Mission-Oriented Innovation Network (MOIN)**. MOIN brings together over 30 public organisations around

the world, from state investment banks, innovation agencies, strategic design units in cities, and other organisations that are engaged in cutting-edge policy-making.

MOIN is instrumental to the MPA programme and provides a key resource for surveys and fieldwork, as well as partners for your final projects and placements.

You will learn how organisations can use innovation and systems change to tackle 21st century challenges, including: how to create and articulate a sense of shared public purpose both within and between organisations; how to manage complex relationships with multiple stakeholders; and how to evaluate activities using dynamic metrics that capture the market co-creation process, going beyond static cost-benefit frameworks.



World-Leading Faculty

The Institute for Innovation and Public Purpose (IIPP) is the world's leading hub to rethink the role of the public sector in co-creating value and shaping markets.

The MPA programme is headed by IIPP Director and Founder, **Mariana Mazzucato** and IIPP Deputy Director **Rainer Kattel**.

Mariana is Professor in the Economics of Innovation and Public Value. Her award-winning book *The Entrepreneurial State: Debunking public vs private sector myths* focuses on the need to develop new frameworks to understand the role of the state in innovation-led growth—and how to enable rewards from innovation to be just as 'social' as the risks taken. Her latest book *The Value of Everything: Making and Taking in the Global Economy*, studies the need for economic theory and policy to differentiate value creation from value extraction. It has been shortlisted for the 2018 Financial Times and McKinsey Business Book of the Year. The New Republic called her one of the most important thinkers on innovation.

Rainer is Professor of Innovation and Public Governance. He is a renowned expert on thinking about creativity within public administration. He is a co-author of *Innovation Bureaucracies* (forthcoming in 2019); and is a co-editor of *The Elgar Handbook of Alternative Theories of Economic Development*. In 2013, he received Estonia's National Science Award for his work on innovation policy.

Other faculty for the MPA includes:

- **Mike Bracken**, partner at Public Digital and was awarded a CBE in recognition of the digital transformation of public services. He was co-founder of the UK's Government Digital Service that revolutionised the way governments view digital transformations as a citizen-centred process.

- **Dan Hill**, leader of innovative, influential strategic design projects ranging across built environment (Arup in Australia, Future Cities Catapult in UK), education and research (Fabbrica in Italy), government and social innovation (SITRA in Finland), and media (BBC and Monocle in UK).
- **Charles Leadbeater**, leading thinker on the role of social movements for innovations and for missions in particular. Charles is author of *Living on Thin Air: The New Economy and We-Think: Mass Innovation not Mass Production*.
- **Carlota Perez**, a world-leading scholar on the socio-economic impact of technical change and the historical context of growth and development. Carlota is the author of the influential *Technological Revolutions and Financial Capital: The Dynamics of Bubbles and Golden Ages*, which focuses on the role that finance plays in the diffusion of technological revolutions.
- **Josh Ryan-Collins**, IIPP's head of research, is co-author of *Rethinking the Economics of Land and Housing* — selected by the Financial Times as one of its top summer reads of 2017. His new book, *Why Can't You Afford a Home* has recently been published.
- **Finn Williams**, the co-founder and chief executive officer of Public Practice, a social enterprise that is building the public sector's capacity for proactive planning.

How to apply

Applications for September 2019 admissions open in October 2018.

Fees

For UK/EU students: £18,240

For overseas students: £25,610

If you have any questions about the programme, please contact Professor Rainer Kattel

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www.ucl.ac.uk/iipp

The Institute for Innovation and Public Purpose (IIPP) is a department within University College London (UCL) and part of The Bartlett faculty, known internationally for its radical thinking about space, design and sustainability. IIPP's mission is to change how public value is imagined, practiced and evaluated to tackle societal challenges and achieve economic growth that is more innovation-led, sustainable and inclusive.

Our research and teaching programmes aim to shape a dynamic and bold public sector driven by public purpose. Markets can be shaped by purposeful policy making and by new collaborations between the state, business and civil society. Markets can be designed to deliver public value.

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