

LEADERSHIP IN A CHALLENGING CENTURY

Advanced Training in Public Management for the Brazilian Public Sector
Summer Sessions at Columbia University in the City of New York

2018



COLUMBIA GLOBAL CENTERS | RIO DE JANEIRO

with support of:





#4

Best U.S. University
U.S. News & World Report's
2014 National University
Rankings

#8

Best World University
2014 Academic Ranking of
World Universities

#4

Most International
Scholars/ Faculty
Columbia University Intl.
Students and Scholars
Office

#5

More International
Students
Columbia University Intl.
Students and Scholars
Office

Founded in New York in 1754, [COLUMBIA UNIVERSITY](#) is a leading research University recognized for its academic excellence.

An Ivy League institution, Columbia is the oldest higher education institution in New York and the 5th oldest in the United States.

30.000+ students (32% international)

3.800+ full-time faculty

100+ academic programs

200+ research centers and institutes

20 schools and colleges

34 Presidents and Prime Ministers studied at Columbia

80+ Nobel prizes

COLUMBIA GLOBAL CENTERS



Columbia Global Centers

The Columbia Global Centers promote and facilitate the collaborative and impactful engagement of the University's faculty, students, and alumni with the world, to enhance understanding, address global challenges, and advance knowledge and its exchange. The Global Centers, as envisioned by President Lee C. Bollinger, were founded with the objective of connecting the local with the global, to create opportunities for shared learning and to deepen the nature of global dialogue.

Columbia Global Centers | Rio de Janeiro

Columbia Global Centers | Rio de Janeiro is a hub for Columbia programs and initiatives relevant to Brazil. The Center contributes to Brazil's academic and research environment, while also allowing members of the Columbia community to increase their knowledge and explore academic opportunities within Brazil. The Center works in collaboration with local universities, non-governmental organizations, and public institutions to design cross-cutting, innovative programs that aim to improve the understanding of global challenges through a transdisciplinary, transcultural and applied perspective. Our work is to promote Columbia in Brazil by creating opportunities for the academic community to interact with our local base of partners. Our success is when the ideas created in this process become projects that connect civil society, academia and governments and that can help find applicable solutions to the world's more pressing challenges.



The [Leadership in a Challenging Century](#) is a program based on the Executive Master of Public Administration (EMPA) and the Global Executive Master in Public Administration (Global EMPA) offered by Columbia's School of International and Public Affairs (SIPA). These programs were designed for the experienced and ambitious professional, who is looking for a top-quality and practical program, but cannot take the time off to pursue full-time study.

This program offers eligible executives from Brazil and other countries the opportunity to attend sessions led by Columbia University faculty as well as practitioners, during the Summer, at Columbia University in NYC.

Students who successfully complete the session will receive a certificate of completion issued by SIPA.

[About SIPA](#) | Founded in NYC in 1946 after World War II and the creation of the U.N., the school has approximately 377 Professors; 1200 students (50% international), 18.000 alumni in 150 countries. SIPA offers graduate courses in public management, international relations, economic policies, sustainable development, among others.



ABOUT THE PROGRAM

OBJECTIVES AND AUDIENCE

subject to a minimum enrollment

OBJECTIVE

The objective of this program is to offer experienced Brazilian public sector managers different tools to be used in solving problems and improving results, within an ethical model. Based on successful examples from around the world of public projects in urban areas, health and education, the sessions will help executives explore new ways of working together across traditional boundaries to solve complex urban problems.

Through engaging lectures delivered by Columbia University faculty and practitioners, dynamic discussions with colleagues, and hands-on workshops, participants will experience different ways of effectively managing in the public sector based upon best global practices.

TARGET AUDIENCE

The program is designed for public managers from different areas of government and private sector professionals interested in the topics to be presented.

It will be primarily of benefit to managers with at least 3-5 years of managerial experience in government or the private sector. Managers with an interest in global affairs and fluent in English will benefit particularly.

PROGRAM STRUCTURE

subject to a minimum enrollment

PRE-DEPARTURE ACTIVITY (ONLINE)

Website with access to the Picker Center Case Collection | Audiovisual cases in public sector innovation and management

FORMAT

In-person sessions on the Columbia Campus in Manhattan
Sessions with Columbia faculty and practitioners
Classes and supplemental material in English
Academic sessions + site visits

COURSES LENGTH AND CALENDAR

Total of two weeks or nine days of classes and site visits in New York City
July 23 – August 02, 2018

CERTIFICATION

Certificate of Participation
(Issued by the School of International and Public Affairs, Columbia University)

INVESTMENT

Application fee: R\$300,00
Tuition: US\$6,350



PROGRAM SCHEDULE

Leadership in a Challenging Century (2018)					
July 23 - August 02 Room 1512 School of International and Public Affairs					
	Monday 23	Tuesday 24	Wednesday 25	Thursday 26	Friday 27
09:15	Welcome and Overview of the Program <i>Bill Eimicke</i>				
9:30 to 12:00	Leadership and PPP <i>Bill Eimicke</i>	Negotiation and Conflict Resolution <i>Zach Metz</i>	Emerging Capital Markets <i>Arvid Lukauskas</i>	E-Government and Digital Democracy <i>Alexis Wichowski</i>	Communication Strategy <i>Joann Baney</i>
12:00 to 1:30	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
1:30 to 4:00	Global Social Policy and Innovation <i>Yumi Shimabukuro</i>	Site Visit: New York Peace Institute (TBC)	Site Visit: Federal Reserve (TBC)	Site visit: Standard and Poor's	
	Monday 30	Tuesday 31	Wednesday 01	Thursday 02	
9:30 to 12:00	Innovation in Education Policies <i>Claudia Costin</i>	Zoning Manhattan; Land Use Regulation as Negotiation <i>Elliot Sclar</i>	Public Ethics <i>Paul Lagunes</i>	Workforce Development and Community Building Policy <i>Ester Fuchs</i>	
12:00 to 1:30	LUNCH	LUNCH	LUNCH	LUNCH / Graduation	
1:30 to 4:00	Public Policies Challenges in Sobral <i>Clodoveu Arruda (Former Mayor Sobral, Brazil)</i>	Site Visit: High Line	Site Visit: (RED)		

CASE COLLECTIONS

Filmed on location in the USA, Brazil, India, Rwanda and other sites, the Picker Center Case Collection is a collection of global cases of innovation in public policy, city management, health care, education, and development practice. (See some cases below)



Saved by the Soil? Conservation Agriculture and Global Warming in Ghana Filmed on location in Ghana and USA, this report examines the debate on "conservation agriculture" and global warming. Can techniques such as "no-till farming" work in a developing country such as Ghana? Can they help sequester carbon from the atmosphere and help solve global warming? Dramatic aerial footage from USA and Africa helps illustrate this issue.



e Doctors | Web based technologies offer promising opportunities to improve health services and lower costs. While here in the US, legal and bureaucratic barriers hold back the spread of "tele-medicine," in India an exciting experiment aims to take online medicine to the masses. Filmed on location in NY, Chennai and rural Tamil Nadu .



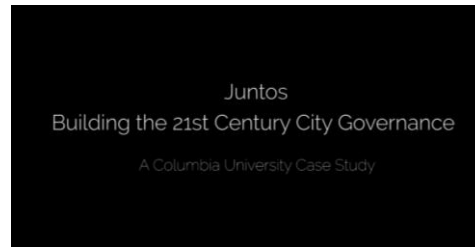
Digital India | A new Prime minister looks to set India on the path to sustainable growth via an ambitious new plan for digital inclusion. Filmed on location in Delhi, Bangalore and Mumbai, this case explores India's massive campaign to create a biometric database of its 1.2 billion citizens, and bring banking and other services to India's rural masses



Schools of Tomorrow? | Across the globe, countries have expanded free public education, but recent studies show most systems fall short of their mark in terms of educational outcomes. Filmed on location in the South Bronx, Rio and Mumbai, this case explores global efforts to make urban schools work.

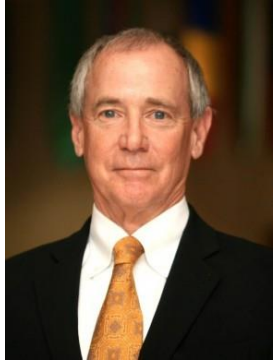


Green for Green? Private Money for Public Parks | This case examines the history of the world's most famous and success privately run parks – NY's Central park and Highline. With exclusives interviews with government officials and green space activists, it explores the controversies and policy issues surrounding the use of private funds to fund public spaces.



Juntos: Building the 21st Century City Governance | This case examines the impact of the Juntos project in Brazilian municipalities and identifies actionable recommendations to raise public sector effectiveness. Juntos is a coalition of Brazil's most prominent business leaders focused on innovating and improving local government and public service management. It represents an innovative model of a public-private-partnership, bringing together philanthropic capital, technical expertise and public leadership to develop new services in areas such as education and healthcare, designed and co-created for, and together with, citizens.

FEATURED PROFESSORS



WILLIAM B. EIMICKE is the founding director of the Picker Center for Executive Education of Columbia University's School of International and Public Affairs. The Picker Center runs the School's Executive MPA program, university partnerships, and non degree professional training programs. Eimicke teaches courses in public management, applied policy analysis, and management innovation. He also teaches at Peking University, the National University of Singapore and the Universidad Externado de Colombia.



ELLIOT SCLAR is the Director of CSUD and Professor of Urban Planning and International Affairs at Columbia University. He holds senior appointments in the Graduate School of Architecture, Planning, and Preservation and the School of International and Public Affairs and is an active participant in the work of the Earth Institute at Columbia University (EI). In recent years Sclar has been a leading figure in a scholarly movement to reconnect the work of population health experts and urban planners in creating healthier cities.



ESTER FUCHS is Professor of International and Public Affairs and Political Science and is the Director of the Urban and Social Policy Program at SIPA. She served as Special Advisor to the Mayor for Governance and Strategic Planning under New York City Mayor Michael R. Bloomberg from 2001 to 2005. Focus areas: Urban policy, urban politics, governance and management of global cities, urban fiscal policy, urban sustainability, American government and policy, social policy, American parties and elections, New York City politics, sustainable economic development policy, workforce development and community building policy, education and after school policy, democratic theory and practice, federalism, ethnicity, race and gender.



ALEXIS WICHOWSKI is an adjunct associate professor in Columbia University's School of International and Public Affairs, teaching in the Technology, Media, and Communications (TMaC) specialization. She is also Press Secretary and Senior Advisor at New York City's newly created Department of Veterans' Services, providing support to the City's half million veterans and their families. She has previously served New York City as a Disaster Relief Field Responder, before and during 9/11. Previous government work includes Program Officer for the US Department of State's Office of eDiplomacy, Diplomatic Innovation Division under then-Secretary of State Hillary Clinton, and, most recently, Director of Media Analysis & Strategy at the Permanent Mission of the United States to the United Nations.



JOANN BANEY teaches in the Executive MPA program at SIPA, and has taught courses in the Executive MBA program at Columbia's Graduate School of Business and in the University's Speech Department. She is faculty director of the FDNY Officers Management Institute and is on the faculty of the NYPD's Police Management Institute, both part of Columbia's Executive Education programs. She teaches in a variety of other executive programs including the King Khalid Foundation in Riyadh, Saudi Arabia. Through SIPA, she has taught groups of executives visiting from China, Northern Ireland and Saudi Arabia. She has taught at Dartmouth's Tuck School, NYU's Stern School and UNC's Graduate Business School.



PAUL LAGUNES is an Assistant Professor at Columbia University's School of International and Public Affairs. His research focuses on corruption, especially as it affects subnational governments in the Americas. Two basic questions motivate Lagunes's research: First, how does corruption actually work in practice? Second, what tools are available for limiting corruption's harmful effects? By relying on randomized control trials, Lagunes offers insights on corruption's regressive impact on society, the factors maintaining a corrupt status quo, and the conditions under which anti-corruption monitoring is most effective. Focus areas: Corruption, urban governance, Latin American politics and policy.

APPLICATION AND ENROLLMENT

subject to a minimum enrollment

APPLICATION REQUIREMENTS

Student Profile: professionals dedicated to public service, fluent in English

Number of students: 20 students in 2018

1. Complete application form (online): <https://goo.gl/forms/Q6CQ9czYO0rIrQIx2>
2. Bachelor's degree
3. At least 3-5 years of managerial experience in government or the private sector
4. Personal statement (up to 400 words)
5. Resume sample:
<https://sipa.columbia.edu/sites/default/files/Joseph%20Williams%20SIPA%20Format%202017-18.pdf>
6. Language proficiency (English)
7. Application fee: R\$300,00+ deposit receipt

TUITION AND FEES

Application fee: R\$300,00

Tuition: US\$6,350

- Accommodation and flights not included.

- In order to secure a place in the program, admitted students must respect the deadlines indicated in the application and enrollment process. Students with account balances will not be able to attend the program and the amounts paid will not be reimbursed.

METHODS OF PAYMENT

1. Applicants based in Brazil → Money Transfer

Payments will be made in Reais. Please, contact the Global Center Rio to check the correct amount and the bank account information before you make any payments (mlp2187@columbia.edu)

You must send us the **deposit receipt**

ENROLLMENT PROCESS

Admission decision will be announced on May 21.

In order to secure a place in the program, admitted students must pay an application fee of R\$300,00 (three hundred Reais) and the initial deposit of US\$ 3,175 (1st payment) to the Rio Global Center by the deadline stated in the acceptance message. Both payments are non-refundable. If places are available, spots will then open up for waitlisted applicants. The Rio Global Center will contact waitlisted applicants and guide them through the enrollment process. Under no circumstances can the application fee be waived. Students who fail to submit any payment by the deadlines forfeit their place in the entering class.

The program is subjected to a minimum number of 20 enrolled students. If the program does not reach the enrollment number, all approved candidates will be reimbursed for all payments made. Payments are made in Brazilian Reais, according to the exchange rate of the date of payment. The reimbursement will also be in Reais.

CALENDAR AND DEADLINES

subject to a minimum enrollment



March 15: Applications open

May 15: application deadline
Application fee R\$300,00(non-refundable)

Decisions are made on a rolling basis

May 21: Admission Decision Released (admitted applicants + waitlisted applicants)
If admitted applicants opt not to enroll, then spots will be offered to waitlisted applicants

May 25: Deadline to confirm participation / withdraw

June 1: (1st payment) Deadline to pay initial deposit
Tuition (1st installment) US\$3,175 (non-refundable)

July 1: (2nd payment) Deadline to pay balance
Tuition (2nd installment) US\$3,175 (non-refundable)

July 23: Program begins in New York

QUESTIONS AND
MORE INFORMATION

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