ADVANCED IMPACT EVALUATION, CAUSAL ANALYSIS & PROGRAMME EFFECTIVENESS COURSE

Introduction

The Advanced Impact Evaluation, Causal Analysis & Programme Effectiveness Course equips professionals with advanced knowledge and practical skills for determining whether programmes and interventions are producing meaningful and measurable changes. The programme focuses on understanding not only what changed, but also whether the intervention contributed to that change, how significant the change was, and what factors influenced the results. Participants explore advanced evaluation concepts including causal inference, counterfactual thinking, attribution, contribution analysis, experimental and quasi-experimental evaluation designs, outcome measurement and impact assessment. The programme also examines how to formulate strong evaluation questions and select appropriate methodologies based on programme objectives, context, available data, resources and intended use of evaluation findings. Particular attention is given to assessing programme effectiveness, relevance, efficiency, outcomes and longer-term impact, while recognising the challenges involved in measuring change within complex development and organisational environments. Participants learn how to assess the strengths and limitations of different evaluation approaches and interpret evidence appropriately. Through practical case studies, evaluation exercises, methodological discussions and applied analysis, participants develop the ability to design and manage more credible evaluations and generate evidence that can support programme improvement, resource allocation, strategic planning, accountability and evidence-based decision-making. The course is particularly valuable for professionals involved in monitoring and evaluation, programme management, development research, policy analysis and performance management who require a deeper understanding of advanced evaluation methods and impact assessment.

Course Objectives

- Understand advanced impact evaluation.
- Develop evaluation questions.
- Apply causal reasoning.
- Understand counterfactuals.
- Select appropriate evaluation designs.
- Assess attribution and contribution.
- Measure programme outcomes.
- Interpret evaluation evidence.
- Assess programme effectiveness.
- Communicate impact findings.

Course Modules

> Module 1: Foundations of Impact Evaluation
- Impact concepts
- Evaluation purposes
- Impact questions
- Programme effectiveness

> Module 2: Causal Inference
- Causal relationships
- Causal pathways
- Attribution
- Contribution

> Module 3: Counterfactuals
- Counterfactual thinking
- Comparison groups
- Treatment effects
- Selection problems

> Module 4: Experimental Evaluation
- Experimental designs
- Randomization
- Treatment groups
- Control groups

> Module 5: Quasi-Experimental Evaluation
- Matching
- Difference-in-differences
- Regression approaches
- Comparative designs

> Module 6: Contribution Analysis
- Contribution claims
- Evidence chains
- Causal assumptions
- Contribution assessment

> Module 7: Outcome and Impact Measurement
- Outcome indicators
- Impact indicators
- Baselines
- Follow-up measurement

> Module 8: Quantitative and Qualitative Impact Evidence
- Quantitative evidence
- Qualitative evidence
- Mixed evidence
- Triangulation

> Module 9: Evaluation Analysis and Interpretation
- Data analysis
- Effect interpretation
- Limitations
- Evaluation conclusions

> Module 10: Impact Communication and Utilisation
- Evaluation reports
- Impact narratives
- Recommendations
- Decision-making

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