

## Subject Description Form

<b>Subject Code</b>	APSS328																	
<b>Subject Title</b>	Programme Planning & Evaluation																	
<b>Credit Value</b>	3																	
<b>Level</b>	3																	
<b>Pre-requisite / Co-requisite/ Exclusion</b>	<u>Pre-requisite :</u> APSS331 Management in Human Services																	
<b>Assessment Methods</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">100% Continuous Assessment</th> <th style="width: 25%;">Individual Assessment</th> <th style="width: 25%;">Group Assessment</th> </tr> </thead> <tbody> <tr> <td>1. Class Attendance and Participation</td> <td style="text-align: center;">10%</td> <td style="text-align: center;">--</td> </tr> <tr> <td>2. Individual Assignment</td> <td style="text-align: center;">20%</td> <td style="text-align: center;">--</td> </tr> <tr> <td>3. Group Project Presentation</td> <td style="text-align: center;">--</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>4. End-of-Term Quiz</td> <td style="text-align: center;">20%</td> <td style="text-align: center;">--</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>The grade is calculated according to the percentage assigned;</li> <li>The completion and submission of all component assignments are required for passing the subject.</li> </ul>			100% Continuous Assessment	Individual Assessment	Group Assessment	1. Class Attendance and Participation	10%	--	2. Individual Assignment	20%	--	3. Group Project Presentation	--	50%	4. End-of-Term Quiz	20%	--
100% Continuous Assessment	Individual Assessment	Group Assessment																
1. Class Attendance and Participation	10%	--																
2. Individual Assignment	20%	--																
3. Group Project Presentation	--	50%																
4. End-of-Term Quiz	20%	--																
<b>Objectives</b>	The subject aims to enable students to: <ol style="list-style-type: none"> <li>a. acquire key concepts and skills in designing, planning, implementing social programmes and evaluation for human services;</li> <li>b. be familiar with current practices of programme planning and evaluation in local and international settings;</li> <li>c. understand specifically the Logic Model and other outcome-based evaluation such as SROI (social return on investment);</li> <li>d. carry out a programme evaluation exercise and gain experience in designing, planning, implementing and evaluating a program or project; and</li> <li>e. critically review evaluation reports.</li> </ol>																	

<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>a. utilize the “Logic Model” and other models (e.g., SROI) for programme planning and evaluation;</li> <li>b. carry out stakeholder analysis and focus groups for developing programme plans and conduct needs assessment;</li> <li>c. design programme evaluation plan systematically; and</li> <li>d. critically assess the merits of evaluation reports written by others with a social science perspective.</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ol style="list-style-type: none"> <li>1) Why Program Planning and Evaluation?</li> <li>2) Program Cycle Evaluation and Logic Model</li> <li>3) Qualitative Methodology</li> <li>4) Quantitative Methodology</li> <li>5) Sampling, Operationalization and Questionnaire Design</li> <li>6) Descriptive Statistics</li> <li>7) Using Regressions</li> <li>8) Experimental Design and Analysis</li> <li>9) Integrating quantitative and qualitative evaluation</li> <li>10) Reporting and ethics of programme planning and evaluation</li> <li>11) Project Presentation</li> </ol>
<b>Teaching/Learning Methodology</b>	<p>This subject consists of lectures and seminars based on an experiential approach that encourages students to put into practice what they have learned in lectures to real life situations. Students are thus required to conduct projects in which they will gain practical skills in programme planning and evaluation and showcase their communication abilities in seminar setting. Students will also learn to write programme plans and evaluation reports for human service organizations.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d		
	1. Class Attendance and Participation	10	√	√	√			
2. Individual Assignment	20	√	√	√				
3. Group Project Presentation	50	√	√	√	√			
4. End-of-Term Quiz	20	√	√	√				
Total	100 %							
Student Study Effort Required	Class contact:							
	▪ Lectures						27 Hrs.	
	▪ Seminars / Workshops						12 Hrs.	
	Other student study effort:							
	▪ Individual assignment preparation						20 Hrs.	
	▪ Group project presentation preparation						26 Hrs.	
	▪ Preparation for quiz						40 Hrs.	
	Total student study effort							125 Hrs.

**Reading List and  
References**

Essential

Boulmetis, J. & Dutwin, P. (2011). *The ABCs of evaluation: Timeless techniques for program and project managers* (3<sup>rd</sup> ed.). San Francisco: Jossey-Boss.

Brest, Paul, and Linda Hamilton Krieger. 2010. *Problem Solving, Decision Making, and Professional Judgment: A Guide for Lawyers and Policymakers*. 1st edition. New York: Oxford University Press.

Frechtling, J.A.(2007). *Logic modeling methods in program evaluation*. San Francisco: Jossey-Bass.

Seelos, Christian. 2017. *Innovation and Scaling for Impact: How Effective Social Enterprises Do It*. Stanford, California: Stanford University Press.

Then, V., Schober, C., Rauscher, O., & Kehl, K. (2017). *Social Return on Investment Analysis: Measuring the Impact of Social Investment*. Cham, Switzerland: Palgrave

UK Office of the Third Sector (2009). *A Guide to Social Return on Investment*. [https://ccednet-rcdec.ca/files/ccednet/pdfs/2009-SROI\\_Guide\\_2009.pdf](https://ccednet-rcdec.ca/files/ccednet/pdfs/2009-SROI_Guide_2009.pdf)

Stanford Social Innovation Review  
Chinese Stanford Social Innovation Review