Subject Description Form

Subject Code	APSS331
Subject Title	Management in Human Services
Credit Value	3
Level	3
Pre-requisite/ Co-requisite/ Exclusion	Nil

Assessment Methods			

100% Continuous Assessment	Individual Assessment	Group Assessment
1. Participation	10%	--
2. Group Project Presentation	--	40%
3. Individual Paper	50%	--

- The grade is calculated according to the percentage assigned;
- The completion and submission of all component assignments are required for passing the subject; and
- Student must pass all component(s) if he/she is to pass the subject.

Objectives

This subject aims to introduce students the characteristics and functions of human service organizations in assisting and empowering individuals of different age groups, families and communities to function better. It helps students understand the core knowledge and skills related to human service management such as strategic planning, effective leadership and motivation, as well as the strategies of setting organizational directions and managing resources and programmes. This subject will equip students with analytical skills to analyze the impact of the changing socio-political contexts on the development of human service management in Hong Kong, and let students be aware of the importance of enhancing organizational sustainability with innovation in the changing environment.

Intended Learning Outcomes	Upon completion of the subject, students are able to: a. demonstrate an understanding of the basic functions, knowledge and skills of management; b. articulate the characteristics of human service organizations and their implications for managing human services; c. recognize the changing environment and socio-political contexts of human service management in Hong Kong; d. identify various leadership styles and key factors for motivating staff; e. practice the principles in human resource management; f. plan, deliver and evaluate service programmes g. understand budgeting and financial management approaches and h. identify and employ marketing skills in enhancing sustainability of human service organisations

Subject Synopsis/ Indicative Syllabus	a. Introduction and overview: Basics of human service management
	  - types and characteristics of human services and human services organizations
	  - management definitions and objectives
	  - core functions and skills of management
	
	b. Setting organizational directions
	  - importance and functions of strategic planning
	  - internal and external environment that affects human service organization
	  - board governance
	  - strategic planning with SWOT analysis
	
	c. Ethical and effective leadership and motivation
	  - trait and behavioural approaches to leadership
	  - situation approaches to leadership
	  - ethical and visional leadership
	  - motivating staff by fulfilling their unmet needs
	  - motivating staff by influencing perceptions and expectations
	  - motivating staff by using rewards and goals
	
	d. Skills of managing resources and programmes in human service organizations
	  - human resource management and development
	  - budgeting and financial management
	  - programme management and evaluation
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	e. Strategies of enhancing organizational sustainability
	  - Basic marketing concepts: 4Ps
	  - Market segmentation, targeting and positioning strategies

| | | Teaching/Learning Methodology | This subject consists of lectures, learning activities, seminars designed to enhance students' critical thinking, analytical power and practical management skills. Learning activities are incorporated in lectures, which aims to encourage students engaging in discussions and debates on human service management issues. Students are also required to record their presentation in relation management issues as videos and upload to blackboard. In seminars, group activities are designed to let students practice the skills of human service management and to make in-depth reflection. |

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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	e	f	g	h
1. Group Project Presentation	40%	✓	✓	✓	✓	✓	✓	✓	✓
2. Participation	10%	✓	✓	✓	✓	✓	✓	✓	✓
3. Individual Paper	50%	✓	✓	✓	✓	✓	✓	✓	✓
Total	100%								

Group Project Presentations are essential for students to learn in an interactive manner and in a group setting. They are required to have in-depth exploration on some management issues and apply theories and techniques learnt from the lectures. Both efforts and originality are key criteria for assessing students' performance in seminars.

Participation are evaluated by their attendance of lectures and seminars. In addition, students are expected to make contributions to discussions.

Individual paper is used to assess whether the students is able to obtain a good understanding of the key management concepts and theories learnt in class, apply theories to analyze various human service management issues and make managerial suggestions in the local context.

Student Study Effort Required

Class contact:	
• lectures	27 Hrs
• Seminars	12 Hrs
Other student study effort:	
• Group presentation	40 Hrs
• Individual paper	40 Hrs
• Total student study effort	119 Hrs.

Reading List and References	*Essential* Ahmed, S. (2016) *Effective non-profit management context, concepts and competencies, Boca Raton:CRC Press,* available on line *https://ebookcentral.proquest.com/lib/polyu-ebooks/detail.action?docID=967993* Brody, R. & Nai, M. (2014) *Effectively managing and leading human service* organizations, Los Angeles: Sage Brody, R. (2012). *Effectively managing human service organization*. Los Angeles: Sage. Dann, P.L. (2022) Managing and leading nonprofit organization: a framework for success, Wiley Garcia-Rodriguez, I. and Romero-Merino M.E. (2020) *Financing nonprofit organizations,* New York: Routledge Hansenfeld, Y. (2010). *Human service as complex organizations*. Los Angeles: Sage. Harley-McClaskey D. (2017) *Developing human service leaders*, Los Angeles: Sage Kanter, B. and Fine, A. (2022) The smart nonprofit: staying human-centered in an automated world, Newark : John Wiley & Sons, Incorporated Ketner, P.M. (2013) *Excellence in human service organization management*, Boston: Pearson Education Lohmann R.A. (2016) *Above the bottom line: financial management in human services,* Washington: NASW Press Macdonald D. (2018) *21st century skills for non-profit managers: a practical guide on leadership and managemen*t, New York: Business Expert Press (Online access) Mitchell, S. (2021) Charity Management: Leadership, evolution and change, UK: Routledge Robbins, C., & Coulter, M.K. (2018). Management. Harlow: Pearson. Sharman R.C. and Sharma N. (2018) *Human resources management: managing people at work*, California: Sage Publication Pynes, J. (2011) *Effective Nonprofit Management: Context and Environment*, N.Y.: Sharpe *Supplementary*

Berman, E. M. et al. (2010). *Human resource management in public service: Paradoxes, processes, and problems*. Thousand Oaks, Calif.: Sage.

Dess, G.G. et al. (2012). *Strategic management: text and cases. New York*, N.Y.: McGraw-Hill.

Finkler, S. A. (2010). *Financial management for public, health and not-for-profit organization.* Upper Saddle River, N.J.: Prentice Hall.

Lewis, J.A., Packard, T. & Lewis, M.D. (2007). *Management of human service programs.* Belmont, CA: Thomas/Brooks/Cole Publishing Co.

Patti, R. (2009). *Handbook of human service management* (2nd ed.). Thousand Oaks, CA: Sage

Schermerhorn, J. R. (2011). *Managemen*t. Hoboken, N.J.: Wiley.