

Subject Code	MM5241
Subject Title	Managing Volunteerism
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	This subject aims to equip students with essential competencies to lead and design strategic volunteer programmes that align with corporate objectives and community needs, while fostering an inclusive environment that encourages diverse participation. By examining the conceptual and practical issues related to volunteerism, managers can ensure the successful implementation and sustainability of impactful volunteer efforts, thereby strengthening the corporation's commitment to social responsibility within the ESG framework.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a) Understand leadership's impact on volunteerism and develop key competencies for managing and leading volunteer initiatives effectively; b) Foster inclusive and equitable practices in volunteer programmes; c) Design and implement volunteer programmes that align with organizational objectives and community needs.
Subject Synopsis/ Indicative Syllabus	• Principles of Volunteerism • Stakeholders, Collaborative Partners, and Non-Profit Organizations • Human Resource Competencies in Volunteer Management • Strategic Volunteer Programme Development • Inclusive and Equitable Volunteer Practices • Fostering Volunteer Leadership • Sustainability and Corporate Commitment to Volunteerism
Teaching/Learning Methodology	This subject employs a flipped learning approach, providing students with hands-on experiences both inside and outside the classroom. Through experiential learning, students will participate in volunteer activities, address challenges, and develop project-based volunteering initiatives for real-world implementation.

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	
	Continuous Assessment*	100%				
	1. Individual self- assessment exercises and participation in activities	20%	√	√		
	2. Group project presentation	20%	√	√	√	
	3. Group project fieldwork	30%	√	√	√	
	4. Individual reflection paper	30%	√	√	√	
	Total	100 %				
<i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i>						
To pass this subject, students are required to obtain Grade D or above in the overall subject grade.						
Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:						
Students are required to actively participate in pre-project volunteer activities and conduct self-assessment exercises.						
The group project presentation requires students to apply the concepts learned to develop practical and impactful volunteer initiatives for peer comments.						
The group project fieldwork requires students to lead, manage, and proactively engage with beneficiaries and collaborative partners.						
Students will also be assessed on their performances in volunteerism management, inclusive and equitable practices, and programme impact, based on learning reflection opportunities.						
Student Study Effort Expected	Class contact:					
	▪ Seminars					15 Hrs.
	▪ Fieldwork (i.e., during weekly class time)					24 Hrs.
	Other student study effort:					
	▪ Participation in volunteer activities					6 Hrs.

	▪ Self-study and preparation for field work	32 Hrs.
	▪ 1-week field work	40 Hrs.
	Total student study effort	117 Hrs.
Reading List and References	Drucker, P. (1990). <i>Managing the non-profit organization: practices and principles</i>. New York, NY: Harper Collin. Ind, N. and Iglesias, O. (2022). <i>In good conscience: do the right thing while building a profitable business</i>. Cham, Switzerland: Palgrave Macmillan. Matti, D. P. (2020). Aligning society, organisation and employee development through volunteering. <i>NHRD Network Journal</i>, 13(2), 178-183. Von Behren, M. T. (2021). Cultivating volunteer leaders in the fertile climate of servant-leadership. <i>The international journal of servant-leadership</i>, 15(1). Other sources: Academy of Management Review Academy of Management Journal Academy Science Quarterly Harvard Business Review	

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