

## 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>	NIL																	
<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>			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%	--
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<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>																		
<b>Objectives</b>	<p>The subject aims to enable students to:</p> <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>utilize the “Logic Model” and other models (e.g., SROI) for programme planning and evaluation;</li> <li>carry out stakeholder analysis and focus groups for developing programme plans and conduct needs assessment;</li> <li>design programme evaluation plan systematically; and</li> <li>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>Why Program Planning and Evaluation?</li> <li>Program Cycle Evaluation and Logic Model</li> <li>Qualitative Methodology</li> <li>Quantitative Methodology</li> <li>Sampling, Operationalization and Questionnaire Design</li> <li>Descriptive Statistics</li> <li>Using Regressions</li> <li>Experimental Design and Analysis</li> <li>Integrating quantitative and qualitative evaluation</li> <li>Reporting and ethics of programme planning and evaluation</li> <li>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>																																												
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>1. Class Attendance and Participation</td> <td>10</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Individual Assignment</td> <td>20</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>3. Group Project Presentation</td> <td>50</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> </tr> </tbody> </table>							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	√	√	√	√		
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	4. End-of-Term Quiz	20	√	√	√			
	Total	100 %						
<b>Student Study Effort Required</b>	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.				
<b>Reading List and References</b>	<p><u>Essential</u></p> <p>Boulmetics, J. &amp; Dutwin, P. (2011). <i>The ABCs of evaluation: Timeless techniques for program and project managers</i> (3<sup>rd</sup> ed.). San Francisco: Jossey-Boss.</p> <p>Brest, Paul, and Linda Hamilton Krieger. 2010. <i>Problem Solving, Decision Making, and Professional Judgment: A Guide for Lawyers and Policymakers</i>. 1st edition. New York: Oxford University Press.</p> <p>Frechtling, J.A.(2007). <i>Logic modeling methods in program evaluation</i>. San Francisco: Jossey-Bass.</p> <p>Seelos, Christian. 2017. <i>Innovation and Scaling for Impact: How Effective Social Enterprises Do It</i>. Stanford, California: Stanford University Press.</p> <p>Then, V., Schober, C., Rauscher, O., &amp; Kehl, K. (2017). <i>Social Return on Investment Analysis: Measuring the Impact of Social Investment</i>. Cham, Switzerland: Palgrave</p> <p>UK Office of the Third Sector (2009). <i>A Guide to Social Return on Investment</i>. <a href="https://ccednet-rcdec.ca/files/ccednet/pdfs/2009-SROI_Guide_2009.pdf">https://ccednet-rcdec.ca/files/ccednet/pdfs/2009-SROI_Guide_2009.pdf</a></p> <p>Stanford Social Innovation Review Chinese Stanford Social Innovation Review</p>							