

SARDAR PATEL UNIVERSITY
Programme: MSW
Semester: III
Syllabus with effect from: June 2016

Paper Code: PA03EMSW10	Total Credits: 3
Title Of Paper: Managing Voluntary Organization	

Unit	Description in detail	Weightage (%)
	<p>Learner Objectives:</p> <ul style="list-style-type: none"> • To develop understanding of the evolution of administration as a science and as a method; • To develop understanding and appreciate the utility of the administrative structures, processes and procedures in an organization; • To acquire knowledge and skills in the use of different management techniques in human service organizations; and • To acquire knowledge and skills about the application of marketing tools and techniques in the context of a developing country like India. 	
1	<p>Administration of Voluntary Organizations: Basic concepts – Administration, Organization, Management, Business Administration, Public Administration, Social Welfare Administration. Structure and functions of Central & State Social Welfare Board. Social Services: Need for welfare and developmental organizations, Development and Welfare organization's response to societal needs; role of state, voluntary and corporate sector. Organizational Structure, Basic functions and principles. Voluntary organizations – Types, roles and characteristics of voluntary organizations. Constitution, rules and procedures; Procedures in registering different types of voluntary organizations under appropriate legislation.</p>	20%
2	<p>Approaches to Organizational Management: Management process: Vision, Planning, Organizing, Directing, Staffing, Coordination, Reporting, Budgeting. Styles of Management: Bureaucratic, Democratic, Human Relations Model. Enhancing the involvement and the potential of people in organization's executive boards, committees; Professionals and other staff-relationship, communication, team work, and facilitating team building, training and supervision. Organizational climate, Management by Objectives. Human resource planning and training. Organizational Budget, Sources of finance, Fund Raising, Records, Audit.</p>	20%
3	<p>Functioning of voluntary organizations: Coordinating, reporting and budgeting, Public Relations, Networking, Administrative Skills; writing letters, reports and minutes. Fund-raising and conducting meetings. Marketing of Social Services – Relevance of social services in developing economy; Applications of marketing in social services, e.g. health and family welfare, adult literacy Programme environment protection, social forestry, etc., organizing for marketing social Services; beneficiary research and measurement of their perceptions and attitudes; socio-economic-cultural influences on beneficiary system..</p>	20%
4	<p>Media: Visual Media: a. Exhibitions and Road shows b. Cinema, Television and Radio. c. Print Media. d. Theatre and Local or Folk Media. e. Information Technology and World wide web. Skill Training in Communication: Effective public Speaking, Organizing Meetings, Conferences, Seminars etc.; Effective Written Communication; Workshop on Street Theatre – production. Social Marketing: Public Relations – Public Opinion; Media research and evaluation; Objectives of</p>	20%



	communication in Social Work Practice. Use of media for publicity.	
5	Case studies with reference to: HRD practices in government organisations, manufacturing and service industries and MNCs; International experiences of human resource development	20%

Basic Text & Reference Books: -----

