



USC | School of Social Work

Social Work 648

Management and Organizational Development for Social Workers

3 Units

Semester 2 Core Course

Instructor:	Esther Lim	Course Day:	Thursdays
E-Mail:	estherl@usc.edu	Course Time:	1p-3:50p
Telephone:	714-925-8221	Course Location:	City Center F
Office:	City Center-TBD		
Office Hours:	By appointment ONLY: 1st Thursdays (10:30a-11:30p; 4p- 5p); 2nd/4th/5th Thursdays (10:30a-12:30p; 4p-5p); 3rd Thursdays (4p-5p)		

I. COURSE PREREQUISITES

None

II. CATALOGUE DESCRIPTION

Methods and principles of management of health and human service organizations with primary emphasis on strategic management, financial analysis, and innovative project development in social work.

III. COURSE DESCRIPTION

Students are exposed to management theories, financial approaches, and research articles that focus on the different arenas of social work macro-practice. This course includes three intensives to receive instruction on strategic management, community development and organizing models, and xxx. Building on the content of the first semester, this course links horizontally with the SOWK 647 (Evaluation & Research) course, and is connected to SOWK 629. This course also provides the ground work for SOWK 611 (Leadership in the Social Work Profession and Organizations) course.

This course examines theories on the roles, functions, and responsibilities of social services managers, including supervisors, community organizers and project planners working in urban social work agencies, human service organizations, corporations, and entrepreneurial ventures. Particular attention is focused toward working with a culturally diverse workforce and community groups. Topics to be covered include: evidence-based social work practices, management and organizational practice, financial management, diversity issues in resource development, managing change and designing innovative services in complex settings.

IV. COURSE OBJECTIVES

The Management and Organizational Development in Social Work course (SOWK 648) will:

Objective #	Objectives
1	Students will demonstrate awareness of advanced management practice theories, focusing on the following skills: Analytical skills to assess organizations, including conducting financial analysis, understanding organizational culture and informing strategic management approaches.
2	Students will critically analyze multi-system collaboration from which management theories and perspectives originated and their relation to the social work profession. Students will integrate and apply multiple management perspectives using varying learning formats through both oral and written assignments.
3	Students will distinguish the external and internal forces that drive organizations to change, examine impediments to change, and survey a range of approaches for making organizational change more effective.
4	Students will develop core knowledge of management and organizational theory in order to employ major management competencies to improve organizational development.
5	Students will identify organizational change processes in order to construct organizational recommendations that will effectively manage and respond to change.

V. COURSE FORMAT / INSTRUCTIONAL METHODS

The format of the course will consist of didactic instruction and experiential exercises. Case vignettes, videos, and role plays will also be used to facilitate the students' learning. These exercises may include the use of videotapes, role-play, or structured small group exercises. Material from the field will be used to illustrate class content and to provide integration between class and field. Confidentiality of material shared in class will be maintained. As class discussion is an integral part of the learning process, students are expected to come to class ready to discuss required reading and its application to theory and practice.

VI. STUDENT LEARNING OUTCOMES

Student learning for this course relates to one or more of the following nine social work core competencies as established in March, 2015 by the Council on Social Work Education (CSWE):

	Social Work Core Competencies	SOWK 648	Course Objective
1	Ethical and Professional Behavior	*	1, 5
2	Engage Diversity and Difference in Practice	*	2,3,4,5
3	Advance Human Rights and Social, Economic & Environmental Justice	*	3
4	Engage in Research-informed Practice	*	2,3, 4
5	Engage in Policy Practice		
6	Engage with Individuals, Families, Groups, Organizations & Communities		
7	Assess Individuals, Families, Groups, Organizations & Communities	*	1, 3
8	Intervene with Individuals, Families, Groups, Organizations and Communities		

9	Evaluate Practice with Individuals, Families, groups, Organizations and Communities		
---	--------------------------------------------------------------------------------------------	--	--

The following table summarizes the above-highlighted CSWE competencies, the related student learning outcomes, and the method of assessment for those competencies upon which this course focuses:

<p>Demonstrate Ethical and Professional Behavior</p> <p>Social workers understand the value base of the profession and its ethical standards, as well as relevant laws and regulations that may impact practice at the micro, mezzo, and macro levels. Social workers understand frameworks of ethical decision-making and how to apply principles of critical thinking to those frameworks in practice, research, and policy arenas. Social workers recognize personal values and the distinction between personal and professional values. They also understand how their personal experiences and affective reactions influence their professional judgment and behavior. Social workers understand the profession's history, its mission, and the roles and responsibilities of the profession. Social Workers also understand the role of other professions when engaged in interprofessional teams. Social workers recognize the importance of life-long learning and are committed to continually updating their skills to ensure they are relevant and effective. Social workers also understand emerging forms of technology and the ethical use of technology in social work practice.</p>	make ethical decisions by applying the standards of the NASW Code of Ethics, relevant laws and regulations, models for ethical decision-making, ethical conduct of research, and additional codes of ethics as appropriate to context.	Assignment 1 Class Exercises
	use reflection and self regulation to manage personal values and maintain professionalism in practice situations	Class Participation
	demonstrate professional demeanor in behavior; appearance; and oral, written, and electronic communication	Class Exercises Assignment 4
	use technology ethically and appropriately to facilitate practice outcomes	
	use supervision and consultation to guide professional judgment and behavior.	

<p>Engage Diversity and Difference in Practice</p> <p>Social workers understand how diversity characterizes and shapes the human experience generally, and individual's formation of identity. Aspects of diversity include age, color, culture, ethnicity, gender identity, marital status religion and many other qualities. We understand that as a consequence of difference, a person's life experiences may include marginalization or privilege. In professional practice, a social worker:</p>	applies and communicates understanding of the importance of diversity and difference in shaping life experiences in practice at the micro, mezzo and macro levels;	Assignments 1-4 Class Participation
	present themselves as learners and engages clients and constituencies as experts of their own experiences; and	Assignments 1-4 Class Participation
	applies self-awareness and self-regulation to manage the influence of personal biases and values in working with diverse clients and constituencies.	Class Participation

<p>Advance Human Rights and Social, Economic and Environmental Justice</p> <p>Social workers understand that every person has fundamental rights such as freedom, safety, privacy, an adequate standard of living, health care and education. Professional social workers:</p>	<p>apply their understanding of social, economic and environmental justice to advocate for human rights at the individual and system level; and</p>	<p>Assignments 2 and 3 Class Participation</p>
	<p>engage in practices that advance social, economic and environmental justice.</p>	<p>Assignments 4 Class Participation</p>

<p>Engage in Practice-informed Research and Research-informed Practice</p> <p>Social workers understand research, the science of social work, and the importance of evaluation in practice. We understand that evidence informs practice, can be derived from multiple ways of knowing, and appreciate the process for translating research effectively. Professional social workers:</p>	<p>use practice experience and theory to inform scientific inquiry and research;</p>	<p>Assignment 1</p>
	<p>apply critical thinking to engage in analysis of quantitative and qualitative research methods and research findings; and</p>	<p>Assignment 2 and 3</p>
	<p>use and translate research evidence to inform and improve practice, policy and service delivery.</p>	<p>Assignments 2 and 3</p>

<p>Engage in Policy Practice</p> <p>Social workers understand that human rights and social justice are impacted by policy and its implementation, at the federal, state, local and agency levels. We understand our role in policy development and implementation, and seek to actively engage in policy practice to effect change within the settings where we work. Professional social workers:</p>	<p>identify social policy at the local, state and federal level that impacts well-being, service delivery and access to social services;</p>	<p>Assignments 3 and 4</p>
	<p>assess how social welfare and economic policies impact the delivery of and access to social services; and</p>	<p>Assignments 1, 2, 3</p>
	<p>apply critical thinking to analyze, formulate and advocate for policies that advance human rights and social, economic and environmental justice.</p>	<p>Assignment 3 and 4</p>

<p>Assess Individuals, Families, Groups, Organizations and Communities</p> <p>Social workers appreciate that assessment is a component of successful professional practice. We understand theories of human behavior and social environments, and critically evaluate this knowledge to effectively apply our practice with diverse clients and constituencies, including individuals, families, groups, organizations and communities. We value the importance of inter-professional collaboration in this process. Social workers:</p>	<p>collect and organize data, and apply critical thinking to interpret information from clients and constituencies;</p>	<p>Assignment 1 and 3 Class exercises</p>
	<p>apply knowledge of human behavior and the social environment, person-in-environment and other multidisciplinary theoretical frameworks in the analysis of assessment data from clients and constituencies;</p>	<p>Assignment 1 and 3 Class exercises</p>
	<p>develop mutually agreed-on intervention goals and objectives based on the critical assessment of strengths, needs and challenges within clients and constituencies; and</p>	<p>Assignment 1 and 3 Class exercises</p>
	<p>select appropriate intervention strategies based on the assessment, research knowledge, and values and preferences of clients and constituencies.</p>	<p>Assignment 1 and 3 Class exercises</p>

The National Network of Social Work Managers Competencies:
<https://socialworkmanager.org/standards-and-certification/competencies/>

VII. COURSE ASSIGNMENTS, DUE DATES & GRADING

Assignment	Due Date	% of Final Grade
Assignment 1: Organizational Description	Unit 4	15%
Assignment 2: Resource Management Exercises	Units 5-10	35%
Assignment 3: Implementation Plan	Unit 14	25%
Assignment 4: Agency Presentation	Unit 15	20%
Class Participation	Ongoing	5%

Each of the major assignments described below will be based on a semester-long, group project (teams should be no more than 4 students). Each student group will be partnered with a collaborating agency. Collaborating agencies will have gone through a Request for Proposal (RFP) and selection process prior to the Fall Semester. Agencies will have a clear understanding of student outcomes and products. Students and agencies will receive more detailed information on each assignment during class.

Assignment 1: Organizational Description Paper (15% of Course Grade)

Students will be asked to complete an organizational description that includes: corporate authority and mission, overview of programs, organizational structure & management and leadership style, adequacy of technology and resources, and a conceptual discussion of change in the organization. Drawing from primary and secondary sources, the 3-5 page paper should include:

- o Agency history (how it was formed, when)
- o Vision and mission

- Description of main departments
- Description of main activities
- Size, in terms of # of staff, main positions (e.g. 3 directors, 10 supervisors, 20 counselors, etc)

Due: Unit 4

Assignment 2: Resource Management Exercises (35% of Course Grade)

During the second module of the course (Resource Management), students will be asked to complete in class and take home exercises that focus on refining their practical analytical skills. The following exercises will be introduced to demonstrate and concretize course material:

- 2A: [Units 5, 6, 8, 9] Financial Analysis of an agency program. Using their program of focus for their semester long project, students will be asked to complete a financial analysis. The financial analysis will include examining current financial statements, discussion of financial health of agency or program (based on financial ratios), and forecasting of current trends. Financial analysis should also include the position of the targeted program within the overall budget and development planning. A financial analysis competency take home exam will be administered and completed individually.
- 2B: [Unit 7: SWOT Analysis] Using their program of focus for their semester long project, students will be asked to complete a SWOT analysis during the Strategic Management Intensive.
- 2C: [Unit 10] Students will be asked to complete an overall organizational analysis, tying back to Assignment 1 that includes:
- 2D: [Strategic Planning Intensive]
 - Describe the most significant challenge that the organization has faced in the past 5 years
 - How did this challenge impact the organization, in terms of funding, regulation, human resources, services?
 - Did any strategic planning take place? If so, to what extent did the organization develop and implement their strategic plan?
 - What or to whom does the organization attribute the successful response to address changes and lead positive organizational change?
 - Is there a particular management philosophy to lead positive change?
- 2E: Analysis
 - Evaluate the information that you have described in the first two parts (description and strategic planning).
 - Organizational strengths and weaknesses that your group has observed.
 - How in line are the programs and services offered with the mission and vision of the organization?
- 2F: Recommendations
 - Rely on findings to inform four core recommendations
 - To what extent recommendations consider strengths and weaknesses observed

Assignment 3: Program Implementation Plan (25% of Course Grade)

This third assignment of this course will focus on managing change within agencies as it relates to the semester long project. Based on their organizational evaluation, students will be asked to create an “implementation plan” on how to build out and/or institute proposed recommendations. Students should consider their overall understanding of the organizations as described in previous assignments to inform suggestions for implementation of change. Students should highlight how these changes, and/or innovations may help their organizations develop..

Due: Unit 14

Assignment 4: Agency Presentation (20% of Course Grade)

Students will be asked to present their organizational evaluation findings, as well as their implementation plan to their partner agency. The audience for the presentation will be up to each student group and partner agency and may include (but are not limited to): Agency Administration, Board of Directors, Constituency, Stakeholders, and/or Community Members. Presentations will be evaluated on level of professionalism, clarity, impact, and insights.

Due: Presentations are expected to be completed by Unit 15.

Class Participation (10% of Course Grade)

Your participation and presence in this class are considered essential to your growth as a practitioner. This includes coming to class prepared and completing the readings and assignments. Since this course is based mainly on group work, your participation within the group and in class is essential. All assignments have been created with participation assumed and built into their assessment structure.

Class grades will be based on the following:

Class Grades		Final Grade	
3.85 – 4	A	93 – 100	A
3.60 – 3.84	A-	90 – 92	A-
3.25 – 3.59	B+	87 – 89	B+
2.90 – 3.24	B	83 – 86	B
2.60 – 2.87	B-	80 – 82	B-
2.25 – 2.50	C+	77 – 79	C+
1.90 – 2.24	C	73 – 76	C
		70 – 72	C-

VIII. REQUIRED AND SUPPLEMENTARY INSTRUCTIONAL MATERIALS & RESOURCES

Required Textbooks

Dawson, P. and Andriopoulos, C. (2014). *Managing change, creativity, & innovation*. Thousand Oaks, California: Sage Publications.

Lewis, J. A., Packard, T., & Lewis, M. D. (2011). *Management of human service programs* (5th ed.). USA: Thomson Brooks/Cole.

Martin, L. L. (2001). *Financial management for human service administrators*. Boston, MA: Allyn & Bacon.

Course Readings: Available on ARES.

Recommended Guidebook for APA Style Formatting

American Psychological Association. (2009). *Publication Manual of the American Psychological Association* (6th ed.). Washington: APA.

Szuchman, L. T., & Thomlison, B. (2007). *Writing with style: APA style for social work* (3rd ed.). New York, NY: Wadsworth.

(Instructor Note: This is an e-book that you can purchase for \$19.49 at:

<https://www.ichapters.com/tl1/en/US/storefront/ichapters?cmd=catProductDetail&showAddButton=true&ISBN=978-0-495-09883-6>)

Recommended Websites

Center for Non-Profit Management
<http://www.cnmsocal.org/>

Network for Social Work Managers
<https://socialworkmanager.org/>

GuideStar Nonprofit Reports and Forms 990 for Donors, Grantmakers, and Businesses
<http://www2.guidestar.org/>

National Associate of Social Workers
<http://www.naswdc.org>

The Elements of Style
<http://www.bartleby.com/141/>
(Instructor Note: A rule book for writing.)

USC Guide to Avoiding Plagiarism
http://www.usc.edu/student-affairs/student-conduct/ug_plag.htm.

Note: Additional required and recommended readings may be assigned by the instructor throughout the course.

Course Overview

Unit	Topics
Module 1: Analytical Framework	
1	<ul style="list-style-type: none"> ■ Organizational Development <ul style="list-style-type: none"> ▼ What is organization development? ▼ Planned change ▼ Participation of change agent ▼ Emphasis of intervention ▼ Reframing organizations
2	<ul style="list-style-type: none"> ■ Organizational Theories <ul style="list-style-type: none"> ▼ Bureaucracy (Weber; Rogers) ▼ Management by Objectives (Drucker) ▼ Open systems (Katz & Kahn) ▼ Organizational learning (Argyris & Schön; Senge) ▼ Evidence-based management (Rosseau; Pfeffer & Sutton)
3	<ul style="list-style-type: none"> ■ Organizational Culture (Schein, Cross, Weick, & Morgan) <ul style="list-style-type: none"> ▼ Competing Values Framework (Cameron & Quinn) ▼ Diversity in organization (Brazell; Cross; Mor Bark) ▼ Organization Effectiveness: Pursuing Excellence (Peters & Waterman) ▼ Sense-Making (Karl Weick)
4	<ul style="list-style-type: none"> ■ Practice theories ■ Practice with communities, organizations, and businesses: Social Work for the 21st Century ■ Cross System Collaboration (service delivery systems; also look at multi-layered systems) ■ Social Work Management Competencies <ul style="list-style-type: none"> ▼ 4 Domains of Competency: <ul style="list-style-type: none"> ▪ Executive Management ▪ Resource Management ▪ Strategic Management ▪ Community Collaboration
Module 2: Resource Management	
5	<ul style="list-style-type: none"> ■ Strategic Management Intensive
6	<ul style="list-style-type: none"> ■ Review of Financial Management <ul style="list-style-type: none"> ▼ Financial Analysis ▼ Ratios ▼ Presenting findings

Unit	Topics
7	<ul style="list-style-type: none"> ■ Financial Management <ul style="list-style-type: none"> ▼ Budgeting
8	<ul style="list-style-type: none"> ■ Forecasting and Trend Analysis <ul style="list-style-type: none"> ▼ Forecasting rules of thumb ▼ Trend analysis ▼ Comparative advantage
9	<ul style="list-style-type: none"> ■ Fund Development <ul style="list-style-type: none"> ■
Module 3: Managing Organizational Change	
10	<ul style="list-style-type: none"> ■ Managing Change <ul style="list-style-type: none"> ▼ Theoretical frames of change ▼ Strategic Dilemmas ▼ Foundation for planned approaches to change ▼ Reasons for change: context, drivers, and choices
11	<ul style="list-style-type: none"> ■ Managing Change <ul style="list-style-type: none"> ▼ Resistance and change ▼ Role of communication ▼ Framing processes of change ▼ Political process and change management ▼ Motivation for change
Module 4: Managing Innovation	
12	<ul style="list-style-type: none"> ■ Innovation <ul style="list-style-type: none"> ▼ Defining “Innovation” ▼ They “myth” of creativity ▼ Theories and models of creativity ▼ Innovation: closed and open process models ▼ Disruptive Innovation ▼ Enabling creative process at work
13	<ul style="list-style-type: none"> ■ Innovation <ul style="list-style-type: none"> ▼ Blueprints for change ▼ Development challenges ▼ Production and prototyping ▼ Challenges and strategies
14	<ul style="list-style-type: none"> ■ Messaging and Communication <ul style="list-style-type: none"> ▼ Correspondence and briefings ▼ Oral and written presentations ▼ Public speaking (representation and advocacy) ▼ Social media
15	<ul style="list-style-type: none"> ■ Presentations

Course Schedule—Detailed Description

Unit 1: Organizational Development

- What is Organizational Development (OD)?
 - ▼ Planned change
 - ▼ Participation of change agent
 - ▼ Emphasis of intervention
 - ▼ Reframing organizations

Required Resources

Read:

Essentials Board (October 2012). Creating organizational learning and change using Bolman's & Deal's Four Frames of Organizations. AFE Essentials, pp 1-9.

Flamhotz, E.G. & Randle, Y. (March 2007) Successful organization development and growing pains. Management Online Review, pp. 1-7.

Freedman, A.M. (2011) Using action learning for organizational development and change. OD Practitioner, 43 (2), 7-13.

Watch:

<https://youtu.be/0TJpGIbei0s>

<https://youtu.be/Dqza5Uo1cFE>

Explore:

<http://www.odnetwork.org/>

<http://www.toolpack.com/a/organizational-development.html>

Unit 2: Organizational Theories

- Organizational Theories
 - ▼ Bureaucracy (Weber; Rogers)
 - ▼ Management by Objectives (Drucker)
 - ▼ Open systems (Katz & Kahn)
 - ▼ Organizational learning (Argyris & Schön; Senge)
 - ▼ Evidence-based management (Rosseau; Pfeffer & Sutton)

Required Resources

Read:

Hasenfeld, Y. (2010). Theoretical approaches to human services organizations. In Hasenfeld, Y., *Human Services as Complex Organizations* (2nd ed., pp. 33-58). Thousand Oaks, CA: Sage Publications.

Lewis, J. A., Packard, T., & Lewis, M. D. (2011). Applying organizational theories. In *Management of human service programs* (pp. 78-98). USA: Thomson Brooks/Cole.

Lewis, J. A., Packard, T., & Lewis, M. D. (2011). Creating organizational designs. In *Management of human service programs* (pp. 101-116). USA: Thomson Brooks/Cole.

Explore:

http://www.bloomberg.com/bw/magazine/content/09_33/b4143068890733.htm

<http://www.theworldin.com/editors-picks>

Unit 3: Organizational Culture

- Organizational Theories
 - ▼ Competing Values Framework
 - ▼ Diversity in Organization
 - ▼ Organization Effectiveness: Pursuing Excellence
 - ▼ Sense-Making

Required Resources

Read:

Austin, J. M., & Hopkins, M. K. (2004). *Supervision as collaboration in the human services: building a learning culture*. (Eds), Sage, Thousand Oaks, Ca.

Hopkins, K. (2009). Supervision, development, and training for staff and volunteers. In Patti, R. *The handbook of human services management* (2nd ed. pp. 283-294). Thousand Oaks, CA: Sage Publications.

Maitlis, S., & Christianson, M. (2014). Sensemaking in organizations: Taking stock and moving forward. *The Academy of Management Annals*, 8(1), 57-125.

Mor Barak, M. (2011). Diversity management: Paradigms, rationale, and key elements. In Mor Barak, M. (ed.) *Managing diversity* (2nd ed. pp. 234-251). Los Angeles, California: Sage Publications.

Watch:

<https://www.youtube.com/watch?v=ECHpgsTg458>

<https://www.youtube.com/watch?v=WDFqEGI4QJ4>

Explore:

<http://www.corporateculturepros.com/2013/06/strong-organizational-culture-how-nike-drives-innovation/>

<https://hbr.org/2013/05/six-components-of-culture>

Unit 4: Practice Theories

Topics

- Practice with communities, organizations, and businesses: Social Work for the 21st Century
- Cross System Collaboration (service delivery systems; also look at multi-layered systems)
- Social Work Management Competencies
 - ▼ 4 Domains of Competency:
 - Executive Leadership
 - Resource Management
 - Strategic Management
 - Community Collaboration

Required Resources

Read:

Briggs, E. H. & McBeath, B. (2009). Evidence-based management: Origins, challenges, and implications for social service administration. *Administration in Social Work*, 33 (3), 242-261.

Dahan, N. M., Doh, J. P., Oetzel, J., & Yaziji, M. (2010). Corporate-NGO collaboration: co-creating new business models for developing markets. *Long Range Planning*, 43(2), 326-342.

Hartnell, C. A., Ou, A. Y., & Kinicki, A. (2011). Organizational culture and organizational effectiveness: a meta-analytic investigation of the competing values framework's theoretical suppositions. *Journal of Applied Psychology*, 96(4), 677.

Lewis, J. A., Packard, T., & Lewis, M. D. (2011). Facing the challenges of management. In *Management of human service programs* (pp. 1-22). USA: Thomson Brooks/Cole.

Mor Barak, M. E. (2014, January). A Meta-Analysis of Beneficial and Detrimental Outcomes of Organizational Diversity and Climate of Inclusion in Human Service Organizations. In *Society for Social Work and Research 18th Annual Conference: Research for Social Change: Addressing Local and Global Challenges*. Sswr.

Watch:

https://www.ted.com/talks/ricardo_semler_radical_wisdom_for_a_company_a_school_a_life

https://www.ted.com/talks/mariana_mazzucato_government_investor_risk_taker_innovator

Explore:

<https://socialworkmanager.org/competencies/>

<https://www.childwelfare.gov/topics/management/practice-improvement/collaboration/?hasBeenRedirected=1>

Module 2: Resource Management

Unit 5: Strategic Management Intensive

Topics

- Basic components of strategic planning
- Environmental scanning (SWOT Analysis, Stakeholder Analysis)
- Mission and vision
- Conversion design
- Strategy planning session

Required Resources

Read:

Jansson, B. S. (2014). Public Monitoring of Contracts with Nonprofit Organizations: Organizational Mission in Two Sectors. *The Journal of Sociology & Social Welfare*, 6(3), 7.

Lewis, J. A., Packard, T., & Lewis, M. D. (2011). Knowing the environment. In *Management of human service programs* (pp. 23-44). USA: Thomson Brooks/Cole.

Lewis, J. A., Packard, T., & Lewis, M. D. (2011). Planning and program design. In *Management of human service programs* (pp. 45-77). USA: Thomson Brooks/Cole.

http://www.ssireview.org/blog/entry/the_strategic_plan_is_dead_long_live_strategy

Watch:

<https://hbr.org/video/4013635003001/why-so-few-managers-understand-their-companys-strategy>

<https://hbr.org/video/2859497681001/setting-your-goals-without-jargon>

Unit 6: Financial Management

Topics

- ▼ Importance of financial management
- ▼ Concepts, principles, and tools
- ▼ Program structures
- ▼ Responsibility centers
- ▼ Financial statements

This Unit relates to course objectives 2, 3, 4, and 5.

Required Resources

Read:

Calabrese, T. (2013). Running on empty: The operating reserves of US nonprofit organizations. *Nonprofit Management and Leadership*, 23(3), 281-302.

Germak, A. J. (2015). Financial Management. In *Essential Business Skills for Social Work Managers* (pp. 25-48). Taylor & Francis.

Martin, L. L. (2001). Financial Analysis. In *Financial management for human service administrator* (pp. 55-61). Boston, MA: Allyn & Bacon

Martin, L. L. (2001). Understanding financial statements. In *Financial management for human service administrator* (pp. 19-36). Boston, MA: Allyn & Bacon.

Watch:

<https://hbr.org/video/2226587631001/finance-what-managers-need-to-know>

Explore:

Worksheets to be handed out by instructor

Unit 7: Financial Management

Topics

- Accounting vocabulary and tasks
- Budgeting systems
- Budgeting guidelines, priorities, and goals

This Unit relates to course objectives 1, 2, 3, and 4.

Required Resources

Read:

Martin, L. L. (2001). Performance measures. In *Financial management for human service administrator* (pp. 65-75). Boston, MA: Allyn & Bacon.

Martin, L. L. (2001). Budgeting and budgeting systems. In *Financial management for human service administrator* (pp.76-91). Boston, MA: Allyn & Bacon.

Explore:

Worksheets to be handed out by instructor

Unit 8: Forecasting and Trend Analysis

Topics

- Forecasting rules of thumb
- Trend analysis
- Comparative advantage

This Unit relates to course objectives 2, 3, and 4.

Required Resources

Read:

Kerlin, J. A., & Pollak, T. H. (2011). Nonprofit Commercial Revenue A Replacement for Declining Government Grants and Private Contributions?. *The American Review of Public Administration*, 41(6), 686-704.

Martin, L. L. (2001). Forecasting. In *Financial management for human service administrator* (pp. 118-131). Boston, MA: Allyn & Bacon.

Watch:

<http://documentarystorm.com/influencers/>

Explore:

Worksheets to be handed out by instructor

Unit 9 Fund development**Topics**

- Traditional funding sources
- Contracts / grants / public funding
- Fundraising
- Social enterprise
- Mixed methodologies

Required Resources**Read:**

Ashley, S. R., & Van Slyke, D. M. (2012). The influence of administrative cost ratios on state government grant allocations to nonprofits. *Public Administration Review*, 72(s1), S47-S56.

Howard, D. B. (2013). Human Services in a Market Economy: Implications of Program Fee Reliance among Nonprofit Human Service Organizations.

Lynch-Cerullo, K., & Cooney, K. (2011). Moving from outputs to outcomes: A review of the evolution of performance measurement in the human service nonprofit sector. *Administration in Social Work*, 35(4), 364-388.

Gold, J., Holden, R., Iles, P., Stewart, J., & Beardwell, J. (2013). The Future of Human Resource Development. *Human Resource Development: Theory and Practice*, 413.

Martin, L. L. (2001). Fund development. In *Financial management for human service administrator* (pp.174-186). Boston, MA: Allyn & Bacon.

Watch:

<http://www.kiva.org/about>

Explore:

<https://www.classy.org>

<http://www.donorschoose.org/blog/2007/08/10/american-express-members-project-update/>

<http://medicaid.gov/medicaid-chip-program-information/by-topics/delivery-systems/managed-care/managed-care-site.html>

Module 3: Managing Organizational Change**Unit 10: Managing Change****Topics:**

- Leading Change
- Internal sources of organizational change
- Restructuring
- Succession planning
- Coping with change
- Change and innovation

Dawson, P. and Andriopoulos, C. (2014). Setting the scene: The changing landscape of business

organizations. In *Managing change, creativity, & innovation* (pp. 1-15). Thousand Oaks, California: Sage Publications.

Furman, R. and Gibelman, M. (2013). Internal sources of organizational change. In *Navigating human services organizations* (pp. 191-205). Chicago, Illinois: Lyceum Books, Inc.

Furman, R. and Gibelman, M. (2013). Coping with change. In *Navigating human services organizations* (pp. 206-221). Chicago, Illinois: Lyceum Books, Inc.

Herold, D.M., Fedor, D.B., & Caldwell, S.D. (2007). Beyond change management: A multilevel investigation of contextual and personal influences on employees' commitment to change. *Journal of Applied Psychology*. 92(4), 942–951.

Watch:

<https://hbr.org/video/2227114775001/forces-that-shape-new-industries>

<https://hbr.org/video/2226595886001/the-importance-of-urgency>

Explore:

<http://monitorinstitute.com>

<https://hbr.org/2007/01/leading-change-why-transformation-efforts-fail>

Unit 11: Implementing Change

Topics:

- Resistance and change
- Role of Communication
- Framing the processes of change
- Motivation for Change
- Implementing Change

Required Resources

Read:

Dawson, P. and Andriopoulos, C. (2014). Components of change: Choice, communication, and resistance. In *Managing change, creativity, & innovation* (pp. 90-121). Thousand Oaks, California: Sage Publications.

Dawson, P. and Andriopoulos, C. (2014). Process approaches to change and non-linear time. In *Managing change, creativity, & innovation* (pp. 188-223). Thousand Oaks, California: Sage Publications.

Tondem, R. (2005). Organisational change management: A critical review. *Journal of Change Management*. 5(4), 369-380.

Aarons, G. A., Hurlburt, M., & Horwitz, S. M. (2011). Advancing a conceptual model of evidence-based practice implementation in public service sectors. *Administration and Policy in Mental Health and Mental Health Services Research*, 38, 4–23. doi:10.1007/s10488-010-0327-7

Guerrero, E. G. (2013). Managerial challenges and strategic solutions to implementing organizational change in substance abuse treatment for Latinos. *Administration in Social Work*, 37, 286–296. doi:10.1080/03643107.2012.686009

Watch:

<http://www.fastcompany.com/3041606/how-pencils-of-promise-replaced-nonprofit-with-for-purpose>

<http://www.fastcompany.com/3041073/coding-lessons-and-hackathons-to-create-a-new-generation-of-more-diverse-tech-company-employ>

Explore:

<http://cnmsocal.org>

Module 4: Managing Innovation

Unit 12: Innovation

Topics

- Defining "Innovation"
- The "myth" of creativity
- Theories and models of creativity
- Innovation: Closed and open process models
- Disruptive Innovation
- Enabling creative process at work

Required Resources

Read:

Dawson, P. and Andriopoulos, C. (2014). The process of change, creativity, and innovation. In *Managing change, creativity, & innovation* (pp. 44-83). Thousand Oaks, California: Sage Publications.

Dawson, P. and Andriopoulos, C. (2014). Culture: enabling and constraining creative processes at work. In *Managing change, creativity, & innovation* (pp. 351-370). Thousand Oaks, California: Sage Publications.

Watch:

<http://blog.ted.com/disrupt-the-speakers-in-session-4-at-ted2013/>

<https://hbr.org/video/3769919760001/managing-the-uncertainty-of-innovation>

<https://www.youtube.com/watch?v=01Y7qIPFpqw>

Explore:

<http://www.innosight.com/services-expertise/expertise/disruptive-innovation.cfm>

<http://www.newyorker.com/magazine/2014/06/23/the-disruption-machine>

Unit 13: Innovation

Topics

- Blueprints for change
- Development challenges
- Production and prototyping
- Challenges and strategies

Required Resources

Read:

Dawson, P. and Andriopoulos, C. (2014). Creative industries, innovative cities, and changing worlds. In *Managing change, creativity, & innovation* (pp. 374-403). Thousand Oaks, California: Sage Publications.

Lewis, J. A., Packard, T., & Lewis, M. D. (2011). Planning and program design. In *Management of human service programs* (pp. 45-77). USA: Thomson Brooks/Cole.

Recommended Readings

“Managing Creativity and Innovation”, Harvard Business Essentials

“The Design of Business”, by Roger Martin

“The Manager's Guide to Fostering Innovation and Creativity in Teams”, by Charles Prather

Klein KJ, Sorra JS. (1996). The challenge of innovation implementation. *Academy of Management Review*, 21:1055-1080.

Watch:

<https://storycorps.me/organizations/maya-design/>

<https://hbr.org/video/2226539846001/innovating-by-making-the-world-a-better-place>

<http://www.fastcompany.com/3042888/how-a-15-year-old-ceo-is-bringing-eyesight-to-those-in-need>

Explore:

<http://www.fastcompany.com>

<https://www.gv.com>

Unit 14: Communication and Presentation

Note: Coaching/Rehearsals for student groups for agency presentations. Instructor will review agency board presentation drafts by student groups.

Topics

- Correspondence and briefings
- Oral and written presentations
- Public speaking (representation and advocacy)
- Presentation Evaluation
- Course Evaluation and Feedback

Note: all agency presentations should be completed by this session. Students should be prepared to discuss presentation evaluations.

Topics

Required Resources

Read:

Germak, A. J. (2015). Marketing, sales, and communication. In *Essential Business Skills for Social Work Managers* (pp. 79-102). Taylor & Francis.

Whetten, D. and Cameron, K. (2011). Specific communication skills. In *Developing management skills* (pp. 591-618 and 651-672). New Jersey: Prentice Hall.

Warner, T., Abel, A., & Hachtmann, F. (2014). Empowered and engaged: Exploring social media best practices for nonprofits. *Journal of Digital & Social Media Marketing*, 1(4), 391-403.

Watch:

<https://www.youtube.com/watch?v=1legNY-rq30>
<https://www.youtube.com/watch?v=CWry8xRTwpo>

Explore:

<http://www.advocoach.net>
<http://www.authenticleadershipalliance.com>

Unit 15: Course Presentations and Evaluation

Topics

- Assessment of Agency Presentations
- Self-Reflection and Evaluation
- Evaluation of Course

University Policies and Guidelines

IX. ATTENDANCE POLICY

Students are expected to attend every class and to remain in class for the duration of the unit. Failure to attend class or arriving late may impact your ability to achieve course objectives which could affect your course grade. Students are expected to notify the instructor by email ([ADD email address](#)) of any anticipated absence or reason for tardiness.

University of Southern California policy permits students to be excused from class for the observance of religious holy days. This policy also covers scheduled final examinations which conflict with students' observance of a holy day. Students must make arrangements *in advance* to complete class work which will be missed, or to reschedule an examination, due to holy days observance.

Please refer to Scampus and to the USC School of Social Work Student Handbook for additional information on attendance policies.

X. STATEMENT ON ACADEMIC CONDUCT

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

XI. SUPPORT SYSTEMS

A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. The *Office of Disability Services and Programs* http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

XII. EMERGENCY RESPONSE INFORMATION

Note: The following Emergency Response Information pertains to students on campus, but please note its importance should you be on campus for a temporary or extended period. When not on campus: Call the 911 listing in your local community for any emergency.

To receive information, call the main number (213) 740-2711, press #2. "For recorded announcements, events, emergency communications or critical incident information."

To leave a message, call (213) 740-8311

For additional university information, please call (213) 740-9233

Or visit university website: <http://emergency.usc.edu>

If it becomes necessary to evacuate the building, please go to the following locations carefully and using stairwells only. Never use elevators in an emergency evacuation.

Students may also sign up for a **USC Trojans Alert** account to receive alerts and emergency notifications on their cell phone, pager, PDA, or e-mail account. Register at <https://trojansalert.usc.edu>.

UNIVERSITY PARK CAMPUS		ACADEMIC CENTERS	
City Center	Front of Building (12 th & Olive)	Orange County	Faculty Parking Lot
MRF	Lot B	San Diego	Building Parking Lot
SWC	Lot B	Skirball	Front of Building
VKC	McCarthy Quad		
WPH	McCarthy Quad		

Do not re-enter the building until given the "all clear" by emergency personnel.

XIII. STATEMENT ABOUT INCOMPLETES

The Grade of Incomplete (IN) can be assigned only if there is work not completed because of a documented illness or some other emergency occurring after the 12th week of the semester. Students must NOT assume that the instructor will agree to the grade of IN. Removal of the grade of IN must be initiated by the student and agreed upon by the instructor and reported on the official "Incomplete Completion Form."

XIV. POLICY ON LATE OR MAKE-UP WORK

Papers are due on the day and time specified. Extensions will be granted only for extenuating circumstances. If the paper is late without permission, the grade will be affected.

XV. POLICY ON CHANGES TO THE SYLLABUS AND/OR COURSE REQUIREMENTS

It may be necessary to make some adjustments in the syllabus during the semester in order to respond to unforeseen or extenuating circumstances. Adjustments that are made will be communicated to students both verbally and in writing.

XVI. CODE OF ETHICS OF THE NATIONAL ASSOCIATION OF SOCIAL WORKERS

Approved by the 1996 NASW Delegate Assembly and revised by the 2008 NASW Delegate Assembly [http://www.socialworkers.org/pubs/Code/code.asp]

Preamble

The primary mission of the social work profession is to enhance human wellbeing and help meet the basic human needs of all people, with particular attention to the needs and empowerment of people who are vulnerable, oppressed, and living in poverty. A historic and defining feature of social work is the profession's focus on individual wellbeing in a social context and the wellbeing of society. Fundamental to social work is attention to the environmental forces that create, contribute to, and address problems in living.

Social workers promote social justice and social change with and on behalf of clients. "Clients" is used inclusively to refer to individuals, families, groups, organizations, and communities. Social workers are sensitive to cultural and ethnic diversity and strive to end discrimination, oppression, poverty, and other forms of social injustice. These activities may be in the form of direct practice, community organizing, supervision, consultation administration, advocacy, social and political action, policy development and implementation, education, and research and evaluation. Social workers seek to enhance the capacity of people to address their own needs. Social workers also seek to promote the responsiveness of organizations, communities, and other social institutions to individuals' needs and social problems.

The mission of the social work profession is rooted in a set of core values. These core values, embraced by social workers throughout the profession's history, are the foundation of social work's unique purpose and perspective:

- Service
- Social justice
- Dignity and worth of the person
- Importance of human relationships
- Integrity
- Competence

This constellation of core values reflects what is unique to the social work profession. Core values, and the principles that flow from them, must be balanced within the context and complexity of the human experience.

XVII. COMPLAINTS

If you have a complaint or concern about the course or the instructor, please discuss it first with the instructor. If you feel you cannot discuss it with the instructor, contact the course **lead [ADD NAME & EMAIL ADDRESS]** or COBI vice chair, Renee Smith-Maddox, at smithmad@usc.edu. If you do not receive a satisfactory response or solution, contact your advisor or Dr. Paul Maiden, Vice Dean and Professor of Academic and Student Affairs, at rmaiden@usc.edu. Or, if you are a VAC student, contact June Wiley, Director of the Virtual Academic Center, at (213) 821-0901 or june.wiley@usc.edu for further guidance.

XVIII. TIPS FOR MAXIMIZING YOUR LEARNING EXPERIENCE IN THIS COURSE

- ✓ Be mindful of getting proper nutrition, exercise, rest and sleep!
 - ✓ Come to class.
 - ✓ Complete required readings and assignments before coming to class.
 - ✓ Before coming to class, review the materials from the previous Unit and the current Unit, and scan the topics to be covered in the next Unit.
 - ✓ Come to class prepared to ask any questions you might have.
 - ✓ Participate in class discussions.
 - ✓ After you leave class, review the materials assigned for that Unit again, along with your notes from that Unit.
-

- ✓ If you don't understand something, ask questions! Ask questions in class, during office hours, and/or through email!
- ✓ Keep up with the assigned readings.

Don't procrastinate or postpone working on assignments.
