

**City University of Hong Kong**

**Information on a Course  
offered by Department of Applied Social Sciences  
with effect from Semester A 2012/2013**

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**Part I**

Course Title:	Programme Design & Evaluation
Course Code:	SS5423
Course Duration:	One semester
No. of Credit Units:	3
Level:	P5
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites:	Nil
Precursors:	Nil
Equivalent Courses:	Nil
Exclusive Courses:	Nil

**Part II**

**Course Aims:**

This course provides participants with a critical understanding and application of designing and evaluating social programmes in human service settings. Proficient knowledge of the concepts, steps and skills to design and evaluate programmes will enable participants to have programmes implemented for continuous quality improvement.

**Course Intended Learning Outcomes (CILOs)**

*Upon successful completion of this course, students should be able to:*

<b>No.</b>	<b>CILOs</b>	<b>Weighting</b>
1.	describe the principles of programme design and evaluation and analyse existing practices of programme	20%

	designing and evaluation;	
2.	recognize the contexts and explain the purpose, design and characteristics of the role and practice of programme design and evaluation;	20%
3.	identify evaluation requirements in the planning, designing and managing human service interventions for continuous quality improvement; and	30%
4.	assess programme evaluability and recognize appropriate programme evaluation designs and methods to monitor human service deliveries.	30%

### Teaching and learning Activities (TLAs)

*(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	TLA1	TLA2	TLA3	Hours / course (if applicable)
CILO 1	√	√		
CILO 2	√	√		
CILO 3	√	√	√	
CILO 4	√	√	√	

#### TLA1: Lecture

Weekly lectures, with topics prepared and presented by lecturers. The lectures may assign student to read essential and/or supplementary readings concerning the topics.

#### TLA2: Tutorial

Beginning from the 5<sup>th</sup> week, approximately one hour weekly will be reserved for tutorial discussion. The purpose is to allow students to present and discuss the progress of their critique of their selected programme evaluation research report.

#### TLA3: Group Presentation

Students are required to form small groups to prepare a programme evaluation proposal. There will be an oral presentation from each group on the progress of the preparation at the end of the teaching week.

## Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No.	Type of Assessment Tasks/Activities	Weighting	Remarks
CILO 1-2	AT1: Programme Evaluation Research Report Review	40%	
CILO 3-4	AT2: Group Project	30%	
CILO 1-4	AT3: Quiz	30%	

### AT1: Programme Evaluation Research Report Review

To conduct a critical review of a selected programme evaluation study. The outcome of the individual project is to enable the participant to understand an evaluation research report with reference to the programme's design and evaluability. Each participant has to make an oral presentation on the selected study in the tutorial session and submit the final version (1500 words) in writing.

### AT2: Group Project

Students will form a group to select a programme from a human service organization and develop a proposal for the evaluation of the selected programme. There will be an oral presentation of the progress for each proposal, followed by class discussion and the submission of the final version (3000 words) of the Proposal at the end of the Semester.

### AT3: Quiz

A 2-hr multiple-choice type of quiz to assess the participants' understanding of the basic concepts and principles of programme design and evaluation.

## Grading of Student Achievement:

Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Letter Grade	Grading criteria in relation to CILOs
A+ A A-	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of knowledge of programme design and evaluation; evidence of extensive knowledge.
B+ B B-	Evidence of grasp of programme design and evaluation, some evidence of critical capacity and analytic ability; reasonable understanding of the programme design and evaluation; evidence of familiarity with literature.
C+ C C-	Student who is profiting from the university experience; understanding of the programme design and evaluation; ability to develop solutions to simple problems in the material.
D	Sufficient familiarity with the programme design and evaluation to enable the student to progress without repeating the course.
F	Little evidence of familiarity with the programme design and evaluation; weakness in critical and analytic skills; limited, or irrelevant use of literature.

## 1. Keyword Syllabus:

Methods of programme design; Logic Model; development of service quality management and programme evaluation in Hong Kong; theories and models of evaluation; advances in programme evaluation; evaluation process - planning, designing and managing a programme; establishing input, process, output, and outcome indicators; qualitative approach and quantitative approaches of evaluation; needs assessment; evaluability assessment; single-systems designs; indicators construction; ethics in programme design and evaluation; validity and reliability of performance measurement tools; quality assurance mechanisms and quality audit.

## 2. Recommended Reading:

### Required Readings

Colin Morgan and Stephen Murgatroyd. (1997). *Total Quality Management in the Public Sector*. Buckingham: Open University Press.

Engel, Rafael J. and Schutt, Russell K. (2005). "How to Read a Research Article" in *The Practice of Research in Social Work*. London: Sage Publications.

McKillip, Jack, Lockhart, D. C., Eckert, P. S., & Philips, J. (1985). "Responsible Alcohol Use Media Campaign: Can We get College Students' Attention?" as adapted in appendix of Posavac, Emil J., & Carey, Raymond G. (2007). *Program Evaluation: Methods and Case Studies* (7<sup>th</sup> ed.). NJ: Prentice Hall.

Mitchell, Christopher G. (1999). "Treating Anxiety in a Managed Care Setting: A Controlled Comparison of Medication alone versus Medication plus Cognitive-Behavioural Group Therapy" in *Research on Social Work Practice*, Vol. 9 No.2, March 1999.

Royse, David; Thyer, Bruce A.; Padgett, Deborah K. and Logan, T. K. (2006). *Program Evaluation: An Introduction* (4th ed.). UK: Brooks/Cole Thomson Learning.

Stufflebeam, D. L. (2001). Evaluation Models. *New Directions for Evaluation*. Volume 2001 Issue 89. **Special Issue**.

Sylvia, Ronald D. and Sylvia, Kathleen, M. (2004). *Program Planning and Evaluation for the Public Manager*. Long Grove: Waveland Press.

陳永泰 (1991) 《社會服務評估法》，香港：香港基督教服務處。(Evaluation Methods for the Social Services). H.K.: Hong Kong Christian Service.

陳永泰 (1996, 春) <程序評估>，《社聯季刊》，第136期，香港：社會服務機構行政管理。

Supplementary Reading :

- Abravenel, M. (2003). *Surveying Clients about Outcomes*, Series on Outcome Management for Non-profit Organizations, Urban Institute. <http://www.urban.org/url.cfm?ID=310840>
- Bingham, R .D., & Felbinger, C. L. (1989). *Evaluation in Practice: A Methodological Approach*. New York: Longman.
- Bloom, M., Fischer, J., & Orme, J. G. (1995, 1999, 2003, 2006). *Evaluating Practice: Guidelines for the Accountable Professional*. Englewood Cliffs, NJ: Prentice Hall, Inc.
- Caffarella, R. S. (2002). *Planning Programs for Adult Learners: A Practical Guide for Educators, Trainers, and Staff Developers* (2<sup>nd</sup> ed.). San Francisco: Jossey-Bass.
- Cassam, E., & Gupta, H. (1992). *Quality Assurance for Social Care Agencies: A Practical Guide*. London: Longman.
- Cooke, R. A., & Lafferty, J. C. (2000). *The Organizational Culture Inventory*, Human Synergistics/Center for Applied Research, Inc., <http://www.hscar.com/oci.htm>
- Gabor, P. A., & Grinnell, R. M. Jr. (1994). *Evaluation and Quality Improvement in the Human Services*. Boston: Allyn and Bacon.
- Hatry, H., Cowan, J., Weiner, K., & Lampkin, L. (2003). *Developing Community-Wide Indicators for Specific Services*, Series on Outcome Management for Non-profit Organizations, Urban Institute. <http://www.urban.org/url.cfm?ID=310813>
- Hatry, H., Lampkin, L., Morley, E., & Cowan, J. (2003). *How and Why Nonprofits Use Outcome Information*, Series on Outcome Management for Non-profit Organizations, Urban Institute. <http://www.urban.org/url.cfm?ID=310464>
- Hatry, H., & Lampkin, L. (2003) *Key Steps in Outcome Management*, Series on Outcome Management for Non-profit Organizations, Urban Institute. <http://www.urban.org/url.cfm?ID=310776>
- Jackson, E. T., & Kassam, Y. (Eds.). (1998). *Knowledge Shared: Participatory Evaluation in Development Cooperation*. West Hartford, CT: Kumarian Press.
- Kerslake, A. (1996). Information Management: Beyond Information Technology. In Kerslake, A. & Gold, N. (Eds.), *Information Management in Social Services*. Avebury: Ashgate Publishing Ltd.
- Kettner, Peter M., Moroney, Robert M., & Martin, Lawrence L. (1999). *Designing and Managing Programs: An Effectiveness-based Approach* (2<sup>nd</sup> ed.). London: Sage.
- Krueger, R. A. (1994). *Focus Groups: A Practical Guide for Applied Research* (2<sup>nd</sup> ed.). Thousand Oaks, CA: Sage.

- Law, Chi-Kwong, (2001). The State of Art of Social Work Evaluation and Research in Hong Kong. *Journal of Social Work Research and Evaluation*, 2(1), 95-102.
- Martin, L. L., & Kettner, P. M. (1996). *Measuring the Performance of Human Service Programs*. NY: Sage.
- Menefee, D. (2000). What Manager Do and Why They Do it. In Patti, R. (Ed.), *The Handbook of Social Welfare Management* (pp.247-266). Thousand Oaks, CA: Sage.
- Morgan, D. L. (1997). *Focus Groups as Qualitative Research* (2<sup>nd</sup> ed.). Thousand Oaks, CA: Sage.
- Nayyar-Stone, R., & Hatry, H. (2003). *Finding Out What Happens to Former Clients*, Urban Institute. <http://www.urban.org/url.cfm?ID=310776>.
- Poertner, J. (2000). Managing for Service Outcomes: The Critical Role of Information. In Patti, R. (Ed.), *The Handbook of Social Welfare Management* (pp.267-281). Thousand Oaks, CA: Sage Publications.
- Posavac, E. J., & Carey, R. G. (2003). *Program Evaluation: Methods and Case Studies* (6<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice Hall.
- Schalock, R. L. (2001). *Outcome-based Evaluation* (2<sup>nd</sup> ed.). NY: Kluwer.
- Schoech, D. (2000). Managing Information for Decision Making. In Patti, R. (Ed.), *The Handbook of Social Welfare Management* (pp.321-339). Thousand Oaks, CA: Sage Publications.
- Smith, M. F., & Mayeske, G. (1989). *Evaluability Assessment: A Practical Approach*. Norwell, MA: Distributors for North American Kluwer Academic.
- Springer, M. L. (1998). *Program Planning: A Real Life Quantitative Approach*. West Lafayette, Ind.: Ichor Business Books.
- Springer, M. L. (2001). *Program Management: A Comprehensive Overview of the Discipline*. West Lafayette, Ind.: Ichor Business Books.
- Stufflebeam, D. L. (2001). Evaluation Models. [New directions for evaluation](#). [Volume 2001 Issue 89](#). Special Issue.
- Sylvia, R. D., & Sylvia, K. M. (2004). *Program Planning and Evaluation for the Public Manager* (3<sup>rd</sup> ed.). Long Grove, Ill.: Waveland Press.
- Weinbach, R. W. (2005). *Evaluating Social Work Services and Programs*. Boston, Mass.: Pearson/Allyn and Bacon.

Whitmore, E. (1998). *Understanding and Practicing Participatory Evaluation*. San Francisco: Jossey-Bass.

Yuen, F. K. O., & Terao, K. L. (2003). *Practical Grant Writing and Program Evaluation*. Pacific Grove, Calif.: Brooks/Cole Thomson Learning.

朱啟貴 (1999) 《可持續發展評估》，上海：上海財經大學出版。

楊團、唐鈞 (1998) 《非營利機構評估》，北京：夏華出版社。

鄧國勝 (2001) 《非營利組織評估》，北京：社會科學文獻出版社。

### Case Studies

Lam Lung Wai (1998). *A Critical Evaluation of the Strength and Weakness of the Current Environmental Impact Assessment System in Hong Kong*. Hong Kong: City University of Hong Kong.

Lau, S. Y. S. (1998). *Evaluate the Dissemination of Information through Intranet Environment for the Legislative Council Secretariat*. Hong Kong: City University of Hong Kong.

Pun, L. Y. (1996). *An Evaluation of the Executive Information System on Managerial Decision Making in the City University of Hong Kong*. Hong Kong: City University of Hong Kong.

Tsang, F. Y. (1996). *An Evaluation of Security, Control and Auditing system of the Personnel Management Information System of the ABC Company*. Hong Kong: City University of Hong Kong.

Tsang, W. K. (2005). *An Exploratory Study of the Effectiveness of Youth Employment Training Programme in Hong Kong: A Case Study of the Youth Pre-employment Training Programme*. Hong Kong: City University of Hong Kong.

何瑞珠 (2004) 《從國際視域剖析香港教育的素質與均等》，香港：香港中文大學教育學院香港教育研究所。

香港小童群益會 (2004) 《手作仔同盟計劃：成效評估與反思 2001-2003》，香港：香港小童群益會。

香港天主教勞工事務委員會 (1994) 《僱員再培訓課程成效評估調查報告》，香港：該委員會。

張遠增 (2002) 《高等教育評價方法研究》，中國：復旦大學出版社。[electronic resource]

陳惠次、馬傳鎮、張輝潭、陳俊湘、蘇怡碩 (1994) 《防制青少年犯罪方案之評估》，台北市：行政院研究發展考核委員會。

蘇錦麗 (1995) 《大學學門評鑑試辦計畫成效評估之研究》，台北：師大書苑。

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