

ORGANIZATION, MANAGEMENT AND PLANNING OF SOCIAL SERVICES

INTRODUCTION

The organization, management and planning of social services constitutes core knowledge in social work, as it involves the practical application of theoretical and multidisciplinary training, all within a context that presents clear particularities. The perception of the environment and its processes of change, the factors arising from institutional structure and from the alternatives in social services production and distribution processes are also established as crucial professional requirements. In addition, the subject seeks to provide the analytical tools necessary to integrate new proposals on reform of the organization of social services within the present post-bureaucratic and outsourcing context. Finally, the subject includes content on evaluation and implementation in social services of quality parameters.

The methodology followed in this subject combines the assimilation of classical positions – and their corresponding criticism – with analysis of specific actions and measures, all with the observation and relativism pertinent to the university level.

COMPETENCIES

- Knowledge of public and private, regulated and deregulated, in-house and outsourced contexts within which social services are carried out.
- Knowledge and use of instruments necessary for determining the efficiency of social services.
- Knowledge and evaluation of the different organizational models in social services.
- Planning, programming and execution techniques.
- Management of social services.
- Singularity of management of human resources in social services.
- Techniques for evaluating social services.
- Marketing and social services.
- Protection of rights of social services users: data protection and privacy; cultural and religious identity.

CONTENT

I. SOCIAL SERVICES ORGANIZATION

1. Organizational aspects of social services.
2. Organizational models and dynamics.

II. SOCIAL SERVICES MANAGEMENT

3. Social services management.
4. The search for efficiency in social services. State and market provision of social services.
5. Outsourcing.
6. The social economy and integration enterprises.
7. Publicity and marketing in social services.
8. Protection of privacy, image and identity in social services.

III. PLANNING AND EVALUATION OF SOCIAL SERVICES

9. Planning of social services (I).
10. Planning of social services (II).
11. Evaluation of social services. The principle of quality.