

<b>Study program:</b> Special education and rehabilitation - Module Prevention and treatment of behavioral disorders		
<b>Type and level of studies:</b> Master academic studies		
<b>Title of the subject:</b> Social management		
<b>Lecturer:</b> Aleksandar L. Jugović		
<b>Course status:</b> Elective		
<b>ECTS:</b> 6		
<b>Prerequisites:</b> None		
<b>Aim:</b> Students should learn the key features of social management and its practical application.		
<b>Outcomes:</b> The student should acquire the techniques and skills of social management, the principles and functions of public relations in the social sector and the methods of applying social marketing, as well as to understand the ethical challenges of the practice of social sector.		
<b>Content</b>		
<p><i>Lectures: The conceptual-theoretical basis of social management:</i> the concept of management and social management. The understandings in making of definition for management. Theories of social management. Working groups and social management. Communication and management. Leadership. Management and conflicts in organizations. Human Resources. Basics of strategical planning. <i>Organizations in social sector:</i> public sector, civil society organizations, non-profit organizations, social entrepreneurship and social cooperatives, profit organizations of the social sector. <i>Strategic planning in the social sector. Social marketing in the prevention of deviant behavior:</i> The concept and goals of social marketing. The elements of social campaign in social marketing. <i>Public relations as a management function in the social sector:</i> Concept and definition of the public relations. Functions of public relations. External media and media relations. The specificity of relationship with public sector in the social sector. <i>Skills and techniques of social management in the local community:</i> The management of social system sector, fundraising, volunteer management, negotiation, community mediation, lobbying in social welfare, social services management services. <i>Ethics of Social Management Practices:</i> Ethics practices, ethical dilemmas, improvement of ethical competence, solving ethical dilemmas in the practice of social department.</p> <p><i>Practical work:</i> Through practical work during exercises, students get a knowledge about matter through the application of conceptual-theoretical knowledge from social management. Developing strategic plans for organizations and campaigns of social marketing.</p> <p>Designing public relations strategies for social sector institutions. Practicing techniques and skills of the social management through small groups. Discussions on ethical challenges in the social sector. The checking of acquired knowledge is done through colloquium and seminars.</p>		
<b>Literature:</b>		
Gavrilović, A. (ed.) (2010). <i>Socijalni izazovi i menadžment u socijalnoj zaštiti</i> . Banja Luka: Fakultet političkih nauka. (selected chapters)		
<b>Number of active classes per week</b>	<b>Lecture: 2</b>	<b>Practical work: 2</b>
<b>Teaching methods:</b> PowerPoint presentations, lectures with interactive learning, discussion groups, small group work, quiz, visits to relevant institutions, the use of educational video		

material, consultation through individual mentoring and e-mail communication with a teacher, student exposure.

**Evaluation of knowledge (maximum score 100)**

<b>Pre obligations</b>	<b>Score</b>	<b>Final exam</b>	<b>Score</b>
midterm(s)	30	<i>oral exam</i>	50
seminars	20		