

SUBJECT CODE : RCCSW8

SOCIAL WELFARE ADMINISTRATION

Unit 1:Administration:

Concept, importance, definition, goals, type of administration, definition and nature of social work administration.

Unit 2: Basic Administrative Processes:

Planning, Organizing, Staffing, Decision Making, Coordination, Recording and Budgeting, Communication.

Unit 3: Personnel Administration:

Staff selection, Induction, Training, Orientation, Placement, Service conditions, Discipline, staff morale, Supervision and Evaluation.

Unit 4: Public Relations

Meaning, Need for Public relations, Principles, use of different media, fund raising.

Unit 5: Voluntary Organisations:

Registration and role of voluntary organization in social welfare: Functioning of Boards and committees.

REFEENCE:

Kulkarani. Dm, essays in Social Administration.

Urwick.L, the elements of Administration.

Fraser Moore, Public Relations.

Arthur Denhen, Administration.

Jain S.P., Social Welfare Administration.

Paul Chowdary, Social Welfare Administration.

Elwood Stree, Social Agency Administration.

Hall, P.L.Public Administration.

Sachadeva, D.R. Social welfare Administration –in India, Kitab Mahal New Delhi, 1998.

Pat Young, Mastering Social welfare, Mc Millan Press Ltd., London,2000.