

MGMT 4379 : Program Design, Assessment and Evaluation

Addresses the types of services that may be offered to clients in a human services organization; stresses the design of new programs and services, and evaluation of existing services with an emphasis on measuring impact and outcomes. Students will learn needs assessment, program evaluation, and process improvement. Students will learn how to report findings to stakeholders and the larger public to develop a successful funding campaign. Students in this course will prepare a written proposal for the evaluation of an existing program, including selecting the appropriate measurement tools, study design, and statistical analysis.

Credits 3

Course ID

008273