

# **GER519 Management of Eldercare Services**

**Level:** 5

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

## **Synopsis:**

Management of Eldercare Services focuses on the influence of financial, human and organisational forces on eldercare services. Theory of management applied to organisations providing eldercare services will be examined. Various sources of public and private funding are looked at and how the funding stream affects the administration and delivery of services. Issues of quality, accessibility, affordability and reach of services are discussed in class. The management of both the public and privately funded services will be examined and critiqued. The role of human resource development and management is considered as strategic to delivering effective eldercare services. Issues of ethics, affordability, accessibility and reach of services will be deliberated in class. Contemporary issues such as government and public relations, community involvement and inter-organisational relations are examined for their implications on quality of service delivery in the eldercare sector.

## **Topics:**

- Fundamentals of management
- Management orientation and style
- Financial challenges and funding issues
- Human resource management and manpower challenges
- Organisational challenges
- Ethical and risk management issues
- Understanding governance
- Quality in services and innovation
- Inter-organizational relations and models of collaboration
- Community outreach and corporate responsibility
- Marketing and public relations
- Organisational challenges

## **Textbooks:**

Ginter, P. M., Duncan, J. W., Swayne, L. E.: Strategic Management of Health Care Organisation (7th Edition) 7 Wiley  
ISBN-13: 9781118785218

**Learning Outcome:**

- apply management principles, concepts and theory to eldercare agencies
- appraise the challenges and issues inherent in the delivery of eldercare services
- examine the forces in the external and internal environment that impact on the organisation
- discuss the inter-relationships of strategy, organizational structure, culture and performance
- analyse the importance of managing community, government and inter-organizational relations
- formulate a collaborative approach towards the external environment
- plan an eldercare social service or healthcare agency with professional skills

**Assessment Strategies:**

<b>Continuous Assessment Component</b>	<b>Weightage (%)</b>
TUTOR-MARKED ASSIGNMENT	25
GROUP BASED ASSIGNMENT	25
<b>Sub-Total</b>	<b>50</b>

<b>Examinable Component</b>	<b>Weightage (%)</b>
ECA	50
<b>Sub-Total</b>	<b>50</b>

**Weightage Total** **100**