



## Social Services Management - Bachelor of Arts -

### SOCIAL SERVICES MANAGEMENT – AN INNOVATIVE DEGREE COURSE

This degree course responds to the needs arising out of an increasing demand for staff with interdisciplinary work training. It conveys knowledge and skills in business administration, legal studies and social work. The distinctive profile of this degree programme is achieved by networking these subject areas as well as working closely with companies in regard to practical courses, projects and graduation papers.

### JOB PROSPECTSs

The demand for social services, the need for conceptual structuring within Social Services Management as well as the search for new approaches in the cross-linking of family, voluntary civic involvement, professional services and public and private economy are key challenges for our society. This development requires new professional skills and opens up a range of options to those graduates who have attained these proficiencies during their studies. Therefore the prospects of finding employment appropriate to the training can be described as comprehensive and diverse.

### PERSONAL REQUIREMENTS

The BA-Programme Social Services Management places considerable demands on students. The diversity of the basic disciplines and the innovative orientation of the programme call for openness to achieve an in-depth knowledge of a broad field. Generally a good educational or professional background facilitates the processing of the teaching content. An interest in socio-economic issues and in consolidating knowledge of legal aspects is a particular personal requirement for a fulfilling and successful study experience. Academic work as well as time and commitment to course-related projects complement the study programme.

### STRUCTURE OF THE PROGRAMME

The study modules of the basic studies period (semesters 1 to 3) impart fundamental knowledge in business administration, legal studies, social work and in the field of people and society.

The advanced studies period consists of three academic semesters and one work placement. It has a modular concept and in semester 4 considers the manifold tasks of social services management. Networking takes place between typical fields of competency (e.g. international social services management, intercultural skills, English in social services management, media competency, punishment and liability) and cross-functional subject areas (financing, communication, organization, quality management, human resource management). This lays the foundation on which to build the entry into the practical phase in semester 5.

The work placement semester takes place in relevant areas of work in social services management. Students are entrusted with a certain project which is carried out under supervision. The aim is to prepare students for the labour market and to combine theory with practice. Accompanying lectures are held at the University.

The two final semesters further enhance application-orientation, combining academic knowledge with experience from the work placement and the project work in order to build reflective field competence. From a range of specialization areas two are to be selected. However, this specialization does not imply a premature limitation on a certain field of professional activity because the students also acquire competencies which can be transferred to different areas of work.

The studies are completed by a Bachelor's thesis, the topic of which has to be strictly application-oriented. It is carried out under the supervision and mentorship of a professor. The thesis can either be written at the University or in collaboration with a prospective employer. It offers the opportunity to gain in-depth knowledge of a specialized area and to take concrete steps toward professional life after studying.

For the BA-Programme the individual modules are rated through credits in accordance with the ETCS System. This not only renders it possible to compare the work required per module, but also facilitates the accreditation of study and examination achievements both nationally and internationally – thus encouraging the mobility of students as well as graduates.

After successful graduation the University awards the academic degree Bachelor of Arts (B.A.).

## LIST OF STUDY MODULES

### Basic Studies Period (semesters 1 to 3)

#### Module 1: Business Administration

- Introduction, Accounting, Mathematical Models
- Cost and Activity Accounting
- Marketing
- Management Processes in Social Services Management
- Closing Accounts, Controlling, Taxes and Non-Profit Status

#### Module 2: Legal Aspects

- Introduction, Civil/Business/Public Law
- Fundamentals of Social Law & Public Welfare Law
- Labour Law, Social Security Law

#### Module 3: Social Work

- Basics of Social Work
- Theories, Values & Standards of Social Work
- Action Management in Social Work (Conceptual Work)
- Social Services Management Organisations

#### Module 4: Man and Society

- Introduction to Academic Research
- Compulsory General Elective
- Individuals in Society
- Man and Society
- Working Methods of Social Sciences

### Advanced Studies (Semesters 4 to 7)

#### Module 5: Specialised Topics I to IV

- Communication
- Human Resource Management & Leadership
- Financial Management
- Organisation, Project & Quality Management
- Applied Social Research & Evaluation
- Coaching

#### Module 6: Competence Areas (elect 2 out of 9)

- Business Planning
- Information Technology in Social Services Management
- Experiential Education
- English with Social Sciences Terminology
- Intercultural Skills
- Social Media
- Punishment and Liability
- Teambuilding

#### Module 7: Work Placement Semester

- Work placement, 20 weeks
- Complementary Lectures

#### Module 8: Project Management

#### Module 9 Specialisation Areas (elect 2)

- Labour Market Services and Personnel

- Participation and Inclusion
- Education and Youth
- Social Disparities

#### Module 10: Bachelor's Thesis

### A WIDE VARIETY OF CAREER PATHS

Social and economic development provides a wide range of activities and employment options for managerial staff engaged in the organization and development of health and social services, such as administration and management of public, non-profit or private health and senior citizens' services institutions, residential and nursing homes, hospitals, healthcare centres.

Social Services Managers connect providers and recipients of counselling and social services, information centres online or in direct contact. As staff unit they link departments, tasks and functions within organisations in areas such as service marketing, HR-management, controlling, benchmarking, marketing and project management.

### CONTACT

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### IMPORTANT LINKS

(Information in English on our website)

[www.hs-kempten.de](http://www.hs-kempten.de) > INTERNATIONAL > click English flag (in the top left-hand corner)

[Information for international exchange students](#)

(> INTERNATIONAL > EXCHANGE STUDENTS / INCOMING)

[Study programmes – short description in English](#)

(> INTERNATIONAL > DOWNLOADS > Study Programmes)

[Guests and Visitors at Kempten University](#)

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**PLEASE NOTE** that, although this description is written in English, the study course is taught in German.