The SWSA programme is intended for students who want to render their efforts in social change for the betterment of the society. A large selection of elective courses is provided for students to pursue their interested specialization in ‘Policy and Advocacy’, ‘Community Development’ and ‘Management and Entrepreneurship & Social Innovation’. The flexibility allows students to design their own curriculum to suit their individual academic and career aspiration.

**Specialization**

**Policy & Advocacy**
Policy advocacy is an important component of macro practice in the social welfare and administration. Policymakers need to be connected to communities and the lives of those most impacted by policy changes. Students interested in the analysis, interpretation and communication about important social policy topics like housing, job security, and education will gain valuable skills about how to act as an intermediary between government, civil society and the public in this specialization of the SWSA major.

**Community Development**
The community development involves various stakeholders including political groups, local organizations, NGOs, professional bodies and the general public. Students interested in Community Development can obtain an in-depth understanding of the social, political and administrative structures in both the district and societal levels, the political and inter-group dynamics in the community, and the theory and practice in promoting community partnership and public engagement from studying SWSA programme.

**Management & Entrepreneurship and Innovation**
This specialization targets to students who are interested in pursuing career in management of non-governmental organizations (NGOs) or social enterprise. A array of courses cover the theories and concepts around change, leadership, creativity and sustainable intervention for bringing about desirable social change in society. Through multidisciplinary, multi-sector civic engagement, and creative innovation, students can also develop critical appreciation of needs and social problems in relation to the economic and political context in society.

**Career Prospect**

- Advocacy Advisor
- Resource Consultant
- Assistant District Officer
- Legislative Councillor
- Communication Relation Officer
- Corporate Communication Executive
- Enterprise Project Manager
- Business Development Manager
- Marketing Manager
This course road map is a recommended plan of study for SWSA major/minor programme. It is a guide to help students make intelligent decisions regarding their course selection, skills development as well as career path.

[For 2015-16 intake and thereafter]

<table>
<thead>
<tr>
<th>Interested Specialization</th>
<th>Introductory Course</th>
<th>Compulsory Course(s)</th>
<th>Elective Courses</th>
<th>Capstone Course</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy &amp; Advocacy</td>
<td>SOWK1001 Introduction to social administration OR SOWK1013 Introduction to social policy and development studies</td>
<td>Major SOWK2084 Theoretical foundations in social policy and planning, SOWK3129 Research method in social work and social administration Minor SOWK2084 Theoretical foundations in social policy and planning</td>
<td>SOWK2023 Social policy issues in Hong Kong, SOWK2029 Comparative social administration, SOWK2050 Government and politics of social services in Hong Kong, SOWK2130 Social policy and public opinion, SOWK2131 Behavioral economics for social change, SOWK2132 International comparative social policy, SOWK2134 Social development in modern China, SOWK3030 Law and social administration</td>
<td>SOWK4008 Capstone project in social administration</td>
</tr>
<tr>
<td>Community Development</td>
<td>SOWK1001 Introduction to social administration OR SOWK1002 Introduction to social work</td>
<td>Major SOWK2122 Community building and the civil society, SOWK3129 Research method in social work and social administration Minor SOWK2122 Community building and the civil society</td>
<td>SOWK2134 Social development in modern China, SOWK3094 Project development and management, SOWK3095 Social development and service learning, SOWK3098 Community partnership, public engagement and political dynamics, SOWK3099 Population and development, SOWK3132 Advancing social development</td>
<td>SOWK4008 Capstone project in social administration</td>
</tr>
<tr>
<td>Management &amp; Entrepreneurship and Innovation</td>
<td>SOWK1011 Introduction to social entrepreneurship and social innovation</td>
<td>SOWK2084 Theoretical foundations in social policy and planning OR SOWK2122 Community building and the civil society AND SOWK3129 Research method in social work and social administration</td>
<td>SOWK2131 Behavioral economics for social change, SOWK3030 Law and social administration, SOWK3058 Managing people in human services, SOWK3061 Financial development and management for social service organizations, SOWK3088 Becoming a change maker: Skills and practice for effective social entrepreneurship and social innovation, SOWK3094 Project development and management, SOWK4055 Management in human service organizations</td>
<td>SOWK4008 Capstone project in social administration</td>
</tr>
</tbody>
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