

Non-profit Management

UGRA_016195

Departments	Department of Strategy & General Management
Teaching Languages	English
ECTS	5
Teacher responsible	Alfred Ignasi Vernis Domènech - alfred.vernis@esade.edu

Course Goals

The goals of this course is to give students a broad overview of the economic, organizational, and strategic concerns facing the non-profit sector. Our objective is to characterize the unique economic and policy environment in which they reside, identify effective strategic, governance, and management approaches, and explore how appropriate measurement techniques can inform the policy treatment and demand for nonprofits.

Students will leave the course with a greater awareness of the role of nonprofits in society as well as essential skills in leading a nonprofit.

Previous knowledge

No previous knowledge is needed.
Although a basic knowledge of marketing, finance, operations, human resources, and strategy will be help for a good course development.

Prerequisites

No prerequisites

Teaching methodology

NOTE: Students must achieve a minimum grade of 5.0 on the final project(s) of a course to be eligible to pass the course; a grade lower than 5.0 in the final project will become the student's final grade without averaging in other assessments. This rule applies to retake as well.

Description

Course contribution to program

The programme wants that with this course the BITLASI students, get a particular view of the non-profit organizations and management requirements.

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and management approaches, and explore how appropriate measurement techniques can inform the policy treatment and demand for nonprofits. Students will leave the course with a greater awareness of the role of nonprofits in society as well as essential skills in leading a nonprofit.

Short description

It is widely accepted that contemporary democratic societies are built around three sectors: public administrations, business companies, and nonprofit organizations. These three sectors must work together like a three-legged stool to drive societies toward equilibrium.

Nonprofit organizations play a key role in the provision of many goods and services which are fundamental in our society. Many of these are unlikely to be provided using market mechanisms alone, and cannot or will not be provided (to all citizens' satisfaction) by the public sector. Education, health care, charitable services, and the arts are some primary examples of these.

Nonprofit organizations serve social missions rather than simply maximizing profits, but in order to serve those missions effectively while ensuring their own survival, they must also make many of the decisions typically associated with private firms. They must compete for funding, human resources, and consumers, they must manage and invest their resources efficiently, and they must innovate over time. These latter requirements may at times come in conflict with the organizations' social values. As a result, nonprofit organizations confront a number of unique challenges to their success and growth.

The course is designed for a broad range of participants, including those who, during their professional careers, are considering a leadership position in a nonprofit organization; are interested in understanding the specifics of managing nonprofits; interested in consulting with nonprofits; planning to serve as board members or volunteers; become funders of nonprofit organizations, or interested in leveraging business to help social transformation. "Social" is understood here in the broadest sense of benefitting society, including environmental improvements.

Bibliography

, <http://www.independentsector.org> (Website)

Alfred Vermis et al., Nonprofit Organizations: Challenges and Collaboration, Palgrave/Macmillan (Book)

, <http://www.nprcenter.org/financial-management> (Website)

Activities

Readings

Some important readings for understanding the nonprofit sector

Interaction with visiting guest professionals

Outside speakers (in class and online for International NGOs)

Project development and presentation

A real hands-on project with a local NGO

Case study analyses

Case studies from local and international NGOs

Content

#	Topic
1	Understanding the nonprofit sector, introduction to the local, European and international NGO sector.
2	Leadership competencies of a nonprofit manager
3	The role of boards
4	The collaboration challenge between nonprofits and corporations
5	The relational approach between nonprofit and public organizations
6	Marketing and fund-raising
7	Accountability, transparency, performance measurement and financial management;
8	Accountability, transparency, performance measurement and financial management

Assessment

Tool	Assessment tool	Category	Weight %
Teamwork with companies or other organizations		Retake and ordinary round	80.00%
Individual or team exercises		Retake and ordinary round	10.00%
Participation in program activities		Retake and ordinary round	10.00%

PROGRAMS

BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)
BITLASI22 Year 4 (Optative)