

## Bachelor in Communication sciences and culture

<b>Course title:</b>	Management of Profit and Non-profit Organizations
<b>Course year:</b>	2
<b>Semester:</b>	1
<b>Course code:</b>	17242
<b>Scientific sector:</b>	SECS-P/06
<b>Lecturer:</b>	Michele Mosca <a href="mailto:Michele.Mosca@unibz.it">Michele.Mosca@unibz.it</a>
<b>Module:</b>	/
<b>Lecturer other module:</b>	/
<b>Credits:</b>	6
<b>Total lecturing hours:</b>	45
<b>Total Hours of availability for students and tutoring:</b>	18
<b>Office hours:</b>	From Monday to Friday on request
<b>Attendance:</b>	According to the regulation
<b>Teaching language:</b>	English
<b>Propaedeutic course:</b>	None
<b>Course description:</b>	<p>Management of Profit and Non-profit Organizations is a course designed to prepare students for the comprehension of the management of profit and non-profit organizations in a constantly changing world.</p> <p>The course addresses topics of special importance concerning the different model of governance and strategic management of profit and non-profit organizations. It also provides explanations on how non-profit organisations can overcome market and public failure. Pioneering theme as the recent reform on the Italian Third Sector will illustrate the possibility to expand and increase non-profit activities in different markets and among these the role that they can play in building cohesive societies able to produce antidotes to defeat criminal organisations.</p>
<b>Specific educational objectives:</b>	<p>This course belongs to the area "caratterizzanti" (SECS-P/06). The course introduces basic economic concepts related to the management of profit and non-profit organisations. A specific economic basis is not required.</p> <p>The experience of the last 15 years has envisaged how relevant are non-profit organisations as a model of organisation that develops ways to enhance knowledge and skills, which provide the organisational structure and workers a better ability to adapt to change, development and growth and to pursue social finalities.</p> <p>The course introduces students to economic and socioeconomic elements connected with the management of profit and non-profit organizations.</p>
<b>List of topics covered:</b>	<p>Economics of learning organisations</p> <p>Microeconomics of profit and non-profit organisations</p> <p>Management of different model of profit and non-profit organisations</p>

<b>Teaching format:</b>	Lectures
<b>Learning outcomes:</b>	<p><b>1. Knowledge and understanding</b> -Understanding the role of the management of profit and non-profit organisations in the economy and society.</p> <p><b>2. Applying knowledge and understanding</b> -Be able to analyse the management of profit and non-profit organisations in comparison with public bodies. -Be able to provide policy indication to public institutions to improve the positive effects of the management model on the workers, group and structure.</p> <p><b>3. Making judgments</b> -Be able to make judgements of the importance of the profit and non-profit organisations among its members and learning from the process itself. -Be able to propose cultural processes suited to creating the environment and systems needed to ensure a continuous growth. -Be able to equip with the necessary skills to create, acquire and transfer knowledge efficiently and fast inside the organisations.</p> <p><b>4. Communication skills</b> -Be able to prepare a written or oral communication by using a proper language when treating with profit and non-profit organisations. -Be able to communicate with other institutions involved in the production of goods and services.</p> <p><b>5. Learning skills</b> -Be able to expand and deepen the knowledge acquired by using the proper tools and documentation both at scientific and policy oriented level.</p>
<b>Assessment:</b>	The assessment consists in: Written exam with open questions + oral discussion to verify the results of the elaboration of experiences and/or topics of the course.
<b>Evaluation criteria and criteria for awarding marks:</b>	Final mark - Written exam with open question (criteria for evaluations are appropriate understanding, logical structure, autonomous judgment, richness of examples).
<b>Required readings:</b>	Specific sources and references will be provided at the beginning and during the course.
<b>Supplementary readings:</b>	Will be provided during the course.