Bachelor in Communication Sciences and Culture

Course title:	Management of Non-Profit and Cultural Organizations
Course year:	2nd
Semester:	1st
Course Code:	17267
Scientific sector:	SECS-P/08
Lecturer:	Rovelli Paola
Module:	NO
Lecturer other module:	/
Credit Points:	6
Total lecturing hours:	45
Total Hours of availability for students and tutoring:	18
Office hours:	From Monday to Friday on request
Attendance:	According to the regulations
Teaching Language:	English
Propaedeutic course:	None

Course description:	Non-profit organizations (NPOs) play a key role in the provision of many goods and services that are fundamental in our society and economy. Cultural organizations are one example of NPOs, together with those providing education, health care, charitable services, and arts.
	
	    NPOs serve social missions rather than simply maximizing profits. Nevertheless, to serve these missions while ensuring their own survival, they must make many of the decisions that typically characterize private firms. Starting, growing, and managing NPOs entail indeed challenges as complex as, and in some cases more complex than, those facing the private sector.
	
	    This course is intended to give students a broad overview on the theory and practice of NPOs effective management. A variety of topics in management are covered, providing a thorough introduction and understanding of the main issues that NPOs may face. Theoretical lectures are alternated with in-class case study discussions and a project work.

Specific educational objectives:	The course belongs to the scientific area of management (SECS-P/08) and it aims to provide an overview of the main concepts related to the management of NPOs, among which some cultural organizations reside.
List of topics covered:	The course is organized around four main theoretical modules: ▪ TM1. Understanding NPOs and the non-profit sector. ▪ TM2. Governing and leading NPOs. ▪ TM3. Managing NPOs. ▪ TM4. Obtaining and managing financial resources.
Teaching format:	Theoretical lectures, in-class group case study analysis and discussion, group project work.

Learning outcomes:	Knowledge and understanding
	▪ Appreciate and understand the role of NPOs.
	▪ Understand the unique strategic and managerial challenges of NPOs.
	▪ Understand the key aspects of NPOs management.
	Applying knowledge and understanding
	▪ Be able to analyze NPOs management.
	▪ Critically evaluate strengths and weaknesses of NPOs management.
	▪ Understand how NPOs peculiarities shape their management.
	Making judgments
	▪ Acquire knowledge to be able to make judgments about NPOs management.
	▪ Critically evaluate alternative approaches to managing NPOs.
	▪ Be able to understand skills and abilities needed to effectively manage NPOs.
	Communication skills
	▪ Develop (written and oral) communication skills for presenting and discussing NPOs case studies.
	▪ Be able to work in group through effective coordination and communication and constructive discussions.
	▪ Be able to take part in discussions related to NPOs management.
	Learning skills
	▪ Develop the ability to establish links among relevant topics independently.
	▪ Identify critical aspects of NPOs management.
	▪ Develop the ability to think, plan, and act strategically when managing NPOs.
Assessment:	▪ Individual written exam. It consists in open and close questions. The exam is based on the theory (i.e., course slides) and the case studies.
	▪ Group case study analysis and discussion: during each case study lecture, one case study together with one or more questions relative to the case are assigned to each group. Groups analyze the case study based on the assigned question(s) and prepare a written answer(s) by applying the theoretical concepts previously illustrated during the theoretical lectures. Groups have to deliver their written answer(s) and present their analysis to the class at the end of the case study lecture.
	▪ Group project work: it consists in the detailed analysis of a NPO management. Groups independently choose a NPO and analyze it based on the theoretical concepts presented during theoretical lectures. Groups have time to work on the project during dedicated lectures. The final deliverable consists in a report and a presentation. The final lecture of the course is devoted to the presentation of the project works.
Evaluation criteria and criteria for awarding marks:	▪ 60% Individual written exam It is relevant: quality and clarity of answers based on the knowledge provided during lectures, ability to

	summarize, evaluate, and establish relationships between topics, ability to critically analyze NPOs management.
	▪ 10% Group case study analysis and discussion It is relevant: quality and clarity of answers, ability to apply theoretical concepts to analyze case studies, participation to case study sessions and group work, proactiveness during discussions. ▪ 30% Group project work It is relevant: quality and clarity of the analysis, ability to apply theoretical concepts to analyze the chosen NPO, participation to group work, quality and clarity of the presentation.
Required readings:	Readings will be communicated during the course.
Supplementary readings:	Supplementary readings will be communicated during the course.