

Bachelor in Communication Sciences and Culture (L-20)

Course title:	Management of Non-Profit and Cultural Organizations
Course year:	2nd
Semester:	1st
Course Code:	17267
Scientific sector:	SECS/P08
Lecturer:	Alessandra Piccoli
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:	<p>This course is focused on different aspects of cultural and nonprofit organizations management, with particular attention to governance, economy and values.</p> <p>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.</p> <p>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.</p> <p>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.</p>
Specific educational objectives:	The course belongs to the scientific area of management (SECS-P/08) and it aims to

	<p>provide an overview of the main concepts related to the management of NPOs.</p> <p>It is intended to offer a practical and evidence-based knowledge of NPOs, with a solid theoretical support.</p> <p>In parallel to management issues, the course will offer opportunities to develop transversal skills and a broader educational object in civil activation of students considering the relevance of NPOs in civil society.</p>
List of topics covered:	<p>Covered topics:</p> <ol style="list-style-type: none"> 1. Introduction to social and solidarity economy, NPOs and cultural organizations 2. NPOs governance 3. NPOs management, U-theory and fund raising 4. NPOs values, people engagement, internal and external communication
Teaching format:	<p>The lessons will be based on theoretical input, presentation and analysis of cases and examples, discussion of cases.</p>
Learning outcomes:	<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> - what NPOs are, how do they act in economic and social environment - Different declination of NPOs, governance prevision and normative aspects - Cooperative leadership and cooperative governance - Managerial approach to non profit, with particular attention to U-theory and consequent managerial style - Economic democracy - Fund raising and project management - Coordination of people in NPOs (usually called Human Resource Management - explanation why might be inappropriate speak about HR in the case of NPOs) - principle of empathic communication and consensus method - Communication of values <p>Applying knowledge and understanding:</p> <ul style="list-style-type: none"> - Understand which kind of NPO an organization is - Write a statute - Establish a cooperative environment - Promote action based on upcoming future - Promote economic democracy - Find appropriated funding sources - How to develop an empathic communication - How to communicate values, vision and mission of an NPO <p>Making judgments</p> <ul style="list-style-type: none"> - evaluate the quality of social and solidarity dimension of an NPO

	<ul style="list-style-type: none"> - Evaluate a statute - Evaluate a working environment under the lens of cooperative principles - Understand when an upcoming future style is applied - Evaluate the democratic degree of an economic context - Evaluate the funding sources of an NPO - Evaluate the empathic capacity of people in communication - Understand the communication strategies of an NPO <p>Communication skills</p> <ul style="list-style-type: none"> - Offer a concise and complete presentation in 2minutes time with a very specific query - Organize a comprehensive presentation of a case in 15 minutes in group - Written presentation of a case - Empathic and non-violent communication - Respectful communication in a group <p>Learning skills</p> <ul style="list-style-type: none"> - Learn to observe - Learn to formulate judgement starting from observation - Critical learning
Assessment:	<p>Assessment is based on intermediary assessment and an oral exam:</p> <ul style="list-style-type: none"> - individual work on a specific case, presented during the lessons - Written presentation of own specific case - Group presentation of a project work - Oral individual exam on theoretical aspects - Participation in classes
Evaluation criteria and criteria for awarding marks:	<p>Final mark:</p> <ul style="list-style-type: none"> - oral exam: theoretical knowledge of the course contents (40%) - Individual written work: logical structure, accuracy and critical analysis (30%) - Individual presentation during the course: conciseness, accuracy, consistence with the mandate, critical analysis (10%) - Group presentation during the course: accuracy, consistency, ability to take/give space (10%) - participation in the discussions: activity, respectfulness, accuracy, critical analysis (10%)
Required readings:	Readings will be communicated during the course
Supplementary readings:	Supplementary readings will be communicated during the course