

# NGO MANAGEMENT COURSE SYLLABUS FALL 2018

## 1. General information about the course and the instructor

Course title **NGO Management**

Instructor's name Paula Beudean

Instructor's e-mail address: [beudean@fspac.ro](mailto:beudean@fspac.ro), Phone: 0740-426889

For this semester, we will have three meetings, on **7th of November**, on **14th of November** and on **21st of November**.

**The agenda** for each meeting is the following:

09.00-10.30 - workshop session

10.30-10.45 - *break*

10.45-12.30 - workshop session

12.30-13.30 - *lunch break*

13.30-15.00 - workshop session

**Venue:** TBD.

## 2. Learning objectives

- Acquire the basic concepts related to the third sector organizations and their activities;
- Have a basic understanding of the organizational behavior of nonprofits;
- Identify and understand the principal revenue resources and the various strategies for mobilizing and allocation financial resources;
- Be familiar with the fundamentals of managing nonprofits, and with specific topics, currently relevant to nonprofits.

## 3. Course description

Nonprofit organizations comprise the newest and fastest growing sector. They touch on every aspect of our lives. It is the mission of this course to familiarize you with the work of nonprofit organizations and with the challenges faced by this sector. This mission will be achieved by combining theory with practice to cover the following topics: NGO business model, governance & leadership, management (project management), fundraising (including grant writing), marketing, volunteer management, HR management, financial management, strategic planning, and ethics.

## 4. Course topics:

**Session 1: Understanding and running a NGO - 7 November 2018**

**Topics:** Understanding a NGO (types and the business model); NGO Leadership (board leadership and the executive leadership); NGO Management and project management; Financial management.

**Session 2: Attracting and managing resources - 14 November 2018**

**Topics:** Fundraising; Grant writing; Bringing the first money in the organization; Ethics in NGOs; Advocacy & lobby.

**Session 3: NGO human resources, reputation and strategic management - 21 November 2018**

**Topics:** Managing employees and volunteers; Designing volunteer programs; NGO Marketing & PR; Strategic planning and risk management.

## 5. Readings – the text books for the class

- Wolf, Thomas, *Managing a Nonprofit Organization in the Twenty-First Century*, Simon & Schuster Inc., USA, 1999.
- Herman, Robert D. and Associates, *The Jossey-Bass Handbook of Nonprofit Leadership and Management*, Second Edition, John Wiley & Sons, Inc., San Francisco, USA, 2005

Other short readings mentioned in the reading plan, below:

- Kiritz, Norton J. and Mundel, Jerry, *Program Planning & Proposal Writing. Introductory Versions*, 1988.
- OG 26/2000 approved by L246/2005.
- White, Karen R. J., *Practical Project Management for Agile Nonprofits. Approaches and templates to help you manage with limited resources*, 2013 (chapter 5 & 9).

\*The textbooks are available in the school library, and all the readings can be found at this link: <https://drive.google.com/open?id=1MmNWBGf6RCrNQB7MrcAvpK9tiqENhyp9>

## READING PLAN:

### Readings for Session 1:

**1. Understanding a NGO (types and the business model)**

Course reading: Wolf, chapter 1.

**2. NGO Leadership (board leadership and the executive leadership)**

Course reading: Wolf, chapter 2.

**3. NGO Management and project management**

Course reading: White, chapter 5.

**4. Financial management**

Course reading: Wolf, chapter 6.

NGO Legislation in Romania: OG 26/2000 approved by L246/2005.

### Readings for Session 2:

**5. Fundraising**

Course reading: Wolf, chapter 8.

**6. Grant writing & Bringing the first money in the organization**

Course reading: Kiritz & Mundel

**7. Ethics in NGOs**

Course reading: Herman, chapter 9.

### **8. Advocacy & lobby for NGOs**

Course reading: Herman, chapter 10.

### **Readings for Session 3:**

#### **9. Managing employees and volunteers**

Course reading: Wolf, chapter 3.

#### **10. Designing volunteer programs**

Course reading: Herman, chapter 13.

#### **11. NGO Marketing & PR**

Course reading: Wolf, chapter 5.

#### **12. Strategic planning and risk management**

Course reading: Wolf, chapter 9.

## **6. Grading:**

Class participation (includes attendance, and the activities described below) 60%

Exam (21.01.2019 OR 04.02.2019 - the exam will be sent at noon, and you will have to send it back by 16.00 that day) 40%

**During the semester, each student will have: - the deadline 24th of December, 23:59.**

To develop, individually or in group, a *real* or a *mock-up* NGO (details will be discussed in class). This activity will include the following assignments:

1. Build your group (if you decide to work in a group) for developing the real or the mock-up NGO and send the name of the group/the organization.
2. Fill in the request for booking the name of your organization, for the Ministry of Justice (<http://www.just.ro/transparenta-decizionala/formulare/>).
3. Fill in the articles of incorporation (act constitutiv) for your NGO (use the model provided in the guide on how to open an association: <http://www.fdsc.ro/anunturi/620.pdf>).
4. Establish and write down the mission of your organization, and shortly describe minimum three activities that you would want to run in the first year of existence.
5. Take one of the activities described above and make the budget for it (needed expenses and potential incomes). Use an excel sheet or google sheet.
6. Develop a one-page plan for a fundraising event you would like to organize for your organization, to raise 2000 lei.
7. Write the job description for a volunteer position you would like to open in your organization.

## **7. Attendance**

Two out of the three class workshops are mandatory.