

UČNI NAČRT PREDMETA / COURSE SYLLABUS

Predmet: Neprofitni menedžment
Course title: Non-profit Management

Študijski program in stopnja Study programme and level	Študijska smer Study field	Letnik Academic year	Semester Semester
Socialni menedžment (VS) / Social management (BA)	Program nima smeri / Program has a single course	Prvi / First	Drugi / Second
Prva stopnja / First level			

Vrsta predmeta / Course type

Obvezni / Obligatory

Univerzitetna koda predmeta / University course code:

NM / NM

Predavanja Lectures	Seminar Seminar	Vaje Tutorial	Klinične vaje work	Druge oblike študija	Samost. delo Individ. work	ECTS
20	0	50	0	0	140	7

Nosilec predmeta / Lecturer:

doc. dr. Tamara Besednjak Valič / Assist. Prof. Tamara
Besednjak Valič, Ph.D.

**Jeziki /
Languages:**

**Predavanja /
Lectures:** Slovenski / Slovenian, Angleški / English
Vaje / Tutorial: Slovenski / Slovenian, Angleški / English

**Pogoji za vključitev v delo oz. za opravljanje
študijskih obveznosti:**

Ni posebnih pogojev.

Prerequisites:

No special prerequisites.

Vsebina:

Sektorji za zadovoljevanje socialnih potreb ljudi – opredelitve, definicije, razlike.

Tretji sektor v Sloveniji in po svetu, obseg, velikost, pomen.

Zgodovinski pregled razvoja tretjega sektorja v svetu in v Sloveniji. Razvoj NVO.

Nevladni sektor v Sloveniji danes, vsebinsko in horizontalno povezovanje, trdnost povezovanja, regionalno sodelovanje.

Tipologije nevladnih organizacij, zakonske zahteve za ustanovitev posamezne ga tipa nevladne organizacije.

Vodenje neprofitne organizacije, managerski prijemi, vodenje v sodobni družbi. Projektno upravljanje v NVO. Finančno vodenje NVO, financiranje NVO, donatorstvo, odnosi z donatorji, fundraising, projektno financiranje.

Strateški menedžment v neprofitni organizaciji. Snovanje strategije razvoja in delovanja nevladne organizacije. Opredeljevanje ciljev in načrtov za doseganje zastavljenih ciljev. Merjenje uspešnosti izvedenih ciljev. Zagotavljanje kakovosti v nevladni organizaciji.

Menedžment komuniciranja, Marketing nevladne organizacije, vloga IKT. Odnosi z javnostmi, odnosi z donatorji.

Content (Syllabus outline):

Sectors for meeting the social needs of people - definitions, differences.

Third sector in Slovenia and around the world, size, importance.

A historical overview of the development of the third sector in the world and in Slovenia. Growth of NGOs.

Non-governmental sector in Slovenia today, content and horizontal integration, strength of integration, regional cooperation.

Typologies of non-governmental organizations, legal requirements for the establishment of a particular non-governmental organization.

Management of a non-profit organization, management approaches, leadership in a modern society. Project management in NGOs. Financial management of NGOs, NGO funding, donation, donor relations, fundraising, project financing.

Strategic management in a non-profit organization. Creating a strategy for the development and operation of a non-governmental organization. Defining goals and plans for achieving the set goals. Measuring the performance of the implemented goals. Quality assurance in a non-governmental organization.

Communication management, Marketing of non-governmental organizations, the role of ICT. Public relations, relations with donors.

Temeljni literatura in viri / Readings:

Jelovac, Dejan (2002): *Jadranje po nemirnih vodah menedžmenta nevladnih organizacij*. Koper: Visoka šola za management.

Adam, Frane, Matej Makarovič, Borut Rončević, Matevž Tomšič (2001): *Socio-kulturni dejavniki razvojne uspešnosti*. Ljubljana: Znanstveno in publicistično središče.

Mesec, B. (2006): *Življenjski cikelus neprofitne organizacije*. Ljubljana: Fakulteta za socialno delo.

Anheir, H.K. (2005): *Nonprofit Organisations Theory, Management, Policy*. London and New York: Routledge.

Lawson, R. and Ruterham, R. (2009): Integrating fundraising and campaigning. *International Journal of Nonprofit and Voluntary Sector Marketing*, 14: 379-886.

Melão, N. F., Guia, S. M., and Amorim M. (2017): "Quality Management and Excellence in the Third Sector: Examining European Quality in Social Services (EQUASS) in Non-Profit Social Services." *Total Quality Management & Business Excellence* 28, no. 7–8 (June 7): 840–57.

Cilji in kompetence:

Pridobitev splošnih kompetenc:

- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo);
- poznavanje pomena kakovosti in prizadevanje za kakovost strokovnega dela skozi avtonomnost, (samo)kritičnost, (samo)refleksivnost in (samo)evalviranje v strokovnem delu;
- sposobnost zagona strategij oziroma pretvorbe strategij v projekte;
- sposobnost vodenja, koordiniranja in načrtovanja poslovnega procesa v neprofitni organizaciji;
- sposobnost timskega dela, tj. pripravljenost na sodelovanje, kooperativnost, upoštevanje mnenj drugih in izpolnjevanje dogovorjene vloge v okviru tima in skupine.

Pridobitev predmetno specifičnih kompetenc:

- organizacijske in vodstvene spretnosti v organizacijah, ob razumevanju

Objectives and competences:

Acquisition of general competences:

- zmožnost za prepoznavanje in izkoriščanje priložnosti, ki se ponujajo v delovnem in družbenem okolju (ki se izkazujejo kot podjetniški duh in aktivno državljanstvo);
- knowledge of the importance of quality and the pursuit of quality of professional work through autonomy, (self) criticality, (self) reflexivity and (self) evaluation in professional work;
- ability to launch strategies or turn strategies into projects;
- ability to lead, coordinate and plan a business process in a nonprofit organization;
- ability of teamwork, ie. willingness to cooperate, cooperate, follow the opinions of others and fulfill the agreed role within the team and team.

Acquisition of course-specific competences:

- organizational and leadership skills in organizations, understanding individual

individualnih vrednot in skupinskih vrednotnih sistemov, z obvladovanjem profesionalno - etičnih vprašanj;

- organizacijske in vodstvene spretnosti za organiziranje aktivnega in samostojnega dela;
- razumevanje odnosov med posamezniki, organizacijami in družbenim okoljem, zmožnost za kompleksno sistemsko gledanje in delovanje;
- poznavanje in razumevanje procesov v poslovnem okolju organizacije in sposobnost za njihovo analizo, sintezo in predvidevanje rešitev ter njihovih posledic.

values and group value systems, managing professional - ethical issues;

- organizational and leadership skills for organizing active and independent work;
- understanding of relationships between individuals, organizations and the social environment, ability to complex systematic understanding and functioning;
- knowledge and understanding of processes in an organization's business environment and ability to analyze, synthesize and anticipate solutions and their consequences.

Predvideni študijski rezultati:

Znanje in razumevanje:

Študent/študentka:

- pozna in zagovarja ključne razlike med zasebnim, javnim in tretjim sektorjem v Sloveniji in svetu;
- pozna, pojasni in ovrednoti pomen posameznih dejavnikov velikosti javnega in tretjega sektorja;
- pozna, razume in primerja vpliv kontekstualnih dejavnikov na menedžment v organizacijah javnega in tretjega sektorja;
- na primeru organizacij javnega in tretjega sektorja razčleni osnovne metode strateškega menedžmenta;
- na primeru organizacij tretjega sektorja analizira načrtuje osnovne metode trženja;
- pozna, klasificira in ponazori osnovne metode merjena uspešnosti v javnem in tretjem sektorju;
- pozna, kritično ovrednoti, upraviči in uporabi osnovne pristope in predloge v okviru novega javnega menedžmenta;
- pozna, razlikuje in izbere med različnimi pravnimi oblikami nevladnih organizacij;
- zna presoditi, in zagovarjati strateško načrtovani razvoj nevladne organizacije, zna kritično ovrednotiti ter izbrati način zbiranja finančnih sredstev za implementacijo

Intended learning outcomes:

Knowledge and understanding:

The student:

- knows and advocates key differences between the private, public and third sectors in Slovenia and around the world;
- knows to explain and evaluate the importance of individual factors of the size of the public and third sectors;
- knows, understand and compares the impact of contextual factors on management in public and third sector organizations;
- in the case of public and third sector organizations, knows to apply the basic methods of strategic management;
- on the example of the third sector organizations, analyses the design of the basic marketing methods;
- knows, classifies and illustrates the basic methods of measured performance in the public and third sectors;
- knows, critically evaluates, justifies and uses basic approaches and proposals in the context of new public management;
- knows, distinguishes and chooses among various legal formats of non-governmental organizations;
- assesses and advocates strategically planned development of a non-governmental

aktivnosti nevladne organizacije, upoštevajoč lokalne, nacionalne, EU in mednarodne možnosti;

- pozna prijeme s pomočjo katerih uspešno zasnuje in vodi nevladno organizacijo;
- pozna osnove komuniciranja v nevladnem sektorju za uspešno vodenje področij finance, marketinga ter odnosov z javnostmi.

organization, and can critically evaluate and select how to collect funds for the implementation of the activities of a non-governmental organization, considering local, national, EU and international options;

- assesses the approaches through which the student is capable to successfully establish and lead a non-governmental organization;
- is familiar with the basics of communication in the non-governmental sector for successful management of finance, marketing and public relations.

Metode poučevanja in učenja:

- Predavanja: razlaga, diskusija, študija primera, metoda 'bilanca uspeha', vprašanja, primeri
- Vaje: refleksije, individualno delo, delo v dvojicah, delo v skupinah, študija primera, metoda stene z listki, metoda 'bilance uspeha', igra vlog
- Uporaba spletne učilnice oziroma drugih sodobnih IKT orodij
- Individualno delo: študij literature, refleksija
- Individualne ali skupinske konzultacije: vprašanja, primeri, reševanje težav

Learning and teaching methods:

- Lectures: explanation, discussion, case study, method 'assessting the success', questions, case presentations
- Seminars: reflections, individual work, work in pairs, work in groups, case studies, 'post-it' method, method 'assessting the success', role playing
- Use of online classroom or other contemporary ICT tools
- Individual work: study of literature, reflections
- Individual or groups consultations: questions, cases, problem solving

Delež (v %) /

Weight (in %)

Assessment:

Načini ocenjevanja:

<p>Načini:</p> <ul style="list-style-type: none"> • Pisni ali ustni izpit • Izdelava in zagovor projektne naloge/portfolia <p>Ocenjevalna lestvica – skladno s Pravilnikom o preverjanju in ocenjevanju znanja.</p>	<p>50%</p> <p>50%</p>	<p>Types:</p> <ul style="list-style-type: none"> • Oral or written examination • Seminar work (portfolio work) with reports on experimental exercises and presentation of the work. <p>Grading is in accordance with the Faculty's evaluation Ordinance.</p>
---	-----------------------	--

Reference nosilca / Lecturer's references:

BESEDNJAK VALIČ, Tamara, MACUR, Mirna. Gambling policies in Slovenia: Financing Tourism Infrastructure, Sports and Designated Non-Governmental Organisations. V Egerer M. (et. al.) *Gambling Policies in European Welfare States, Work and Welfare in Europe*. Palgrave Macmillan, 2018.

BESEDNJAK VALIČ, Tamara, MAKAROVIČ, Matej. Outlining risk factors for youth problem gambling with possibilities for prevention – situation in Municipality of Nova Gorica. *Research in social change*, ISSN 1855-4202, maj 2017, no. 9, iss. 2, str. 18-45.

BESEDNJAK VALIČ, Tamara. Putting ethical issues of tourism industry in socio/economic perspective, the Slovenian case of Goriška region. *Innovative issues and approaches in social sciences*, ISSN 1855-0541, 2011, vol. 4, no. 1, str. 45-67.

BESEDNJAK VALIČ, Tamara. Pot k težavam z igrami na srečo. *Raziskave in razprave*, ISSN 1855-6280, 2009, letn. 2, št. 1, str. 81-105.

BESEDNJAK VALIČ, Tamara. Work with youth in four major religious communities in Slovenia. *Research in social change*, ISSN 1855-4202, maj 2009, no. 1, iss. 2, str. 45-60.