

**THE OPEN UNIVERSITY OF TANZANIA**  
**FACULTY OF BUSINESS MANAGEMENT**  
**OBS 303 (N): MANAGEMENT OF NON – PROFIT ORGZENIZATION**

**COURSE OUTLINE**

**Overview**

This course is designed for students to understand the key components on management of non-profit organizations to enable them work in a non-profit organization or business environment. The course is particularly well suited for managers who assumed management responsibilities, working in government or private non-profit organizations.

Corporate professionals today have learned that there are dramatic benefits from involvement in the non-profit sector that go beyond routine charity and occasional social marketing ventures.<sup>1</sup> The non-profit world is no longer only populated by “do-gooders” and can be a career option for some of you.

The course will cover a wide range of subjects ranging from social entrepreneurship, social marketing, strategic planning for NPOs, corporate social responsibility, public private partnerships and the basic laws and regulations governing NPOs in Tanzania and the world. You will also apply all the acquired skills to the Tanzanian environment that suit international situation.

**Course Objectives**

At the end of this course, students will have met the following objectives:

- Examine the fundamental principles of non-profit management, as well as the roles and responsibilities of a nonprofit board of directors and the management team
- Develop the basic practical and managerial skills necessary to successfully plan for operational success
- Understand basic financial and accounting terms, even if they have no financial background

- Know the details of the entire marketing process, including the role of ethics and technology
- Learn the basics of employment law, compliance and regulatory requirements, as well as licensing, permits and taxes
- Examine the foundational and introductory aspects of fundraising, and how to maximize fundraising opportunities
- Develop a successful leadership style
- Learn the fundamentals and basics of the budgeting process
- Gain confidence and improve their communication skills
- Explore the process of negotiating, evaluate negotiation styles and consider successful negotiation strategies for most environments

### **Lecture 1: Introduction**

Students are required to understand the key concepts of Nonprofit Sector, as well as Clarification of terms and concepts (NGOs, voluntary organizations, etc)

By the end of the lecture, students will be able to:

- Explain nature of nonprofit Sector in Tanzania and related countries.
- To show the scale and dimensions of nonprofit organizations in Tanzania
- To demonstrate the issues related to nonprofit organization in the country and the world at large

### **Lecture 2- 3 : Social Entrepreneurship**

Students should understand the issues related to

- Social Entrepreneurship on the basis of non-profit organizations.
- Role of a Social Entrepreneur towards the management of non-profit organizations and
- The qualities of Social Entrepreneurs in non-profit organization management
- Able to analyze the social enterprise in terms of innovation, resource mobilization, leadership, social impact, and sustainability.

#### **Lecture 4: Rural and Urban Poverty**

Students should be able to integrate the rural and urban poverty with the development or management of non-profit organization in the county. The contributions of these organizations to alleviate poverty in such areas

Students should demonstrate the experience in rural/urban sector and rural/urban projects in Tanzania.

#### **Lecture 5-7 Marketing Social Change**

This lecture will lead a student to the understanding of marketing social change, target audience Behavior, managing perceived costs, and formulating communication strategies within the whole non-profit organization management

#### **Lecture 8:Non-Profit Management and Governance**

Students should have knowledge on administration of NPOs, finance, public relations governance and related legal issues. Under this topic students will explore other sub topic as follows:

##### **Sub topics:**

- a) Management and leadership as related to NPOs**
- b) Financing of NPOs and budgeting**
- c) Legal Issues as related to NPOs**
- d) Public Relations**
- e) Evaluation**
- f) Organization and Development and strategic planning of NPOs**
- g) HR Issues on NPOs administration and**
- h) Governance of NPOs in the country**

#### **Lecture 9: Fundamentals of Fundraising**

Students will explore functions and activities on fundraising procedure in the NPOs. Will understand the whole concept of fundraising, components or elements of fundraising,

sources of funds, effective project proposal writing, competing for corporate sponsorships, donors, grants, aids, and capital campaign and marketing processes of the NPOs in the country

Students will also understand the negotiating strategies, like steps, tools and types of negotiations for NPOs.

### **Lecture 10: Project Planning and Evaluation Community Participation**

Students will acquire skills on how to work with beneficiary groups on findings issues. Students should understand how to plan different projects for NPOs sustainability and showing how the community participates in such projects. All NPOs projects should be evaluated regularly to see the way they perform. Therefore students will learn evaluation tools and techniques on different projects.

Students will also understand the meaning of valuation, dimensions of evaluation and evaluation framework for NPOs in the Tanzania and other related in the global.

#### **Recommended references:**

1. Garg, R. K. (2006) Handbook on project reports: concepts, preparation, analysis and financing. 4<sup>th</sup> ed. New Delhi: Bharat Law House.
2. Wickham, Philip A. (2006) Strategic entrepreneurship. 4<sup>th</sup> ed. London: Prentice Hall.
3. Zimmerer, Thomas W. and Scarborough, Norman M. (2004). Essentials of entrepreneurship and small business management. International ed.
4. The Open University of Tanzania (1993) Project design and management handouts. Compiled by Michel Adjibodou.
5. Kottler, Phillip (2005) Marketing Management, analysis, planning implementation and control. 11<sup>th</sup> ed.
6. <http://www.tnrf.org/taxonomy/term/43>,
7. <http://www.hg.org/law-firms/Nonprofit-Organizations/Tanzania.html>,  
[http://www.tanzanianchildrensfund.org/mission\\_statement.htm](http://www.tanzanianchildrensfund.org/mission_statement.htm),

8. <http://www.ngomanager.org> [www.cry.org](http://www.cry.org)
9. <http://www.giveindia.org> and the hundreds of NGO website links.
10. <http://www.social-marketing.org>.
11. <http://www.adcouncil.org>
12. <http://www.repoa.or.tz>,
13. [http:// www.esrf.or.tz](http://www.esrf.or.tz)
14. [http://www.caseatduke.org/documents/Dees\\_SEdef.pdf](http://www.caseatduke.org/documents/Dees_SEdef.pdf)
15. Vidya (Amrita Digital Library – Management- Social Entrepreneurship)  
[www.ashoka.org](http://www.ashoka.org) [www.schwabfound.org](http://www.schwabfound.org), [www.socialentrepreneurs.org](http://www.socialentrepreneurs.org)
16. Center for Advancement of Social Entrepreneurship. Fuqua School of Business.  
Duke University: [www.fuqua.duke.edu](http://www.fuqua.duke.edu) ,
17. Harvard Business School. Initiative on Social Enterprise.  
[www.hbs.edu/socialenterprise](http://www.hbs.edu/socialenterprise),
18. Stanford Business School. Center for Social Innovation,  
[www.gsb.stanford.edu/csi](http://www.gsb.stanford.edu/csi)
19. Columbia Business School, Social Enterprise Program.  
[www.gsb.columbia.edu/socialenterprise](http://www.gsb.columbia.edu/socialenterprise) and [www.riseproject.org](http://www.riseproject.org)
20. <http://www.visionsinaction.org/>