

Course Code	Course Name	Credits
26RD512	NGO Management	04

Course Objectives

- To get orientation on concepts and familiarize the changing paradigms in the NGO sector
- Students will gain a comprehensive understanding of the structure, governance, and operations of non-governmental organizations (NGOs).
- Students will understand the legal and regulatory framework governing NGOs, including key acts and labor laws.
- Students will learn the concepts and phases of project management and its significance in NGOs.

Learning Outcomes

Upon successful completion of this course it is intended that a student will be able to:

- Students will demonstrate a thorough understanding of how NGOs function, including governance structures and operational mechanisms.
- Examine the efficiency and efficacy of NGO management structures and practises.
- Work with NGO personnel, volunteers, and board members to solve management issues
- Design, implement, and manage projects effectively within the NGO context.
- Analyze and apply organizational behaviour concepts to improve NGO effectiveness.

Unit 1 – Introduction (13 hrs)

Concept and Background; Types of NGOs; laws related to NGO (Societies Registration Act, Trust Act, Companies Act); Income tax Exemptions- FCRA; Labour laws applicable in the NGO sector(Minimum wages, Gratuity, EPF, ESI etc) Role of Management in the Ngo sector.

Unit 2-Project management & Accounting (13 hrs)

Philosophy & context of Project Management, Definition, Concept of Projects, Project Management, Project Goals, Project function categories of project, Phase of project, Project Life Cycle, System Development Cycle; Budgeting and Accounting; Financial Analysis and Auditing

Unit 3 - Human Resource Management and Organizational Behaviour (13 hrs)

Concepts, Evolution of the human resource management, objectives, policies, selection process, types of training methods, methods of performance evaluation; Definition, need and importance of organizational behaviour, organizational structure, dynamics of organizational behaviour, organizational development.

Unit 4- Social marketing (11 hrs)

Social marketing a tool for social development, 4P's of marketing, key elements and steps involved in social marketing, Models and theories to explore audience perspectives, Social Marketing and its implication for NGO's Social Marketing Institution

Unit 5 – Staffing (10 hrs)

Nature of staffing- Recruitment & Selection of managers- Training & Development of Manager- Appraisal of Managers

Reference:

1. Allison, M. & Kaye, J (2005). Strategic planning for Non- profit Organization: A practical guide and work book. John Wiley & Sons
2. David Bornstein, (2003). How to change the world: Social Entrepreneurs and the Power of New Ideas. Oxford Publication
3. Kotler, Phillip, Roberto, Ned & Lee, Nancy (2002). Social Marketing: Improving the Quality of Life, California: Sage Publication
4. Luthas, F. (2006). Organizational Behavior. McGraw Hill Publications
5. Pareek, U (2007). Management Organizational Behavior. Oxford University Press

COs and Bloom's Taxonomy Level (BTL) Mapping

COs and Bloom Taxonomy Mapping- 26RD512		
Course Outcomes	On successful completion of the course, students will be able to	BTL
CO1	Recall and differentiate the various fundamental concepts related to NGO formation	K1, K2
CO2	Understand the various concepts of project cycle management and apply different method in project cycle management	K2, K3
CO3	Understand the various concepts of organizational behaviour and apply the concept in understanding human behaviour.	K2, K3
CO4	Analyse the various tools for social marketing and apply the learning in NGO marketing	K5
CO5	Apply the learning in selection of staff within the organizational setting.	K6

BTL: K1 and K2- Remembering and Understanding, K3- Applying, K 4- Analyse, K5- Evaluate and K 6 – Create

Relationship Matrix-26RD512													
Course Outcomes	Programme Outcomes (POs)						Programme Specific Outcomes (PSOs)						Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
CO1	3	2	1	2	2	1	3	2	2	1	2	1	2
CO2	3	2	3	2	2	1	3	3	2	2	3	2	2.4
CO3	3	3	3	2	2	1	3	2	2	2	3	2	2.6
CO4	3	3	3	2	2	1	3	2	2	3	3	2	2.7
CO5	3	3	3	2	2	2	3	3	2	3	3	2	2.8
Total													2.5

Mean Score: 3- High, 2- Medium/Moderate, 1-Low