



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Management of Social Enterprise and Non Profit Organizations (blended)

1920-3-E1601N075

Learning objectives

Knowledge and understanding

The course provides students with the instruments to understand the behavioral dynamics of social enterprises and non-profit organizations within public services provision process in particular.

Applying knowledge and understanding

Identifying the main characteristics and behaviors of non-profit and public organizations, as well as of social enterprises and applying principles of services design and provision, with reference to the formulation and implementation of public strategies.

Contents

Topics addressed during the course will also include: models of design, management and provision of welfare services; partnership strategies within quasi-markets; business models adopted by relevant institutions, social business idea and social business model.

Detailed program

Public services provision has become so complex, that it cannot be adequately addressed by the policy focus that

is typical of public administration studies, nor by the organizational and managerial focus that is typical of public management studies. A perspective is needed which takes into account the complex negotiations and inter-organisational relations, as well as decision-making processes which involve a variety of actors. A central focus of analysis is the governance of these relations and processes, by focusing on the governance of inter-organisational relations and on the effectiveness of services provision systems. In this context is placed the study of the functioning conditions of quasi-markets, where (i) services are provided by various actors, but public and private, especially non-profit; (ii) users may choose their preferred provider (among those who are accredited); and (iii) the price of the service is born by the public institution, and financing follows users' choices. A key role is therefore played by non-profit organizations and social enterprises, thanks to their ability to provide innovative and customized services (as they are less limited by the standardized approach that is typical of public institutions), by relying on local networks as appropriate.

Topics which will be addressed during the course include:

- Service systems and private sector involvement: from direct provision to quasi-markets.
- Public-private partnerships in services provision: design, management, evaluation.
- The business perspective in the analysis of non-profit organizations
- Social Business Idea and Social Business Model
- Marketing, fund raising, and human resources management.
- NGOs

Prerequisites

None.

Teaching methods

Lectures and classes. Use of distance learning tools – this course is provided through a blended learning approach.

Assessment methods

Written exam.

Textbooks and Reading Materials

Attending Students: References distributed during the course

Non Attending Students: Bandini, F. (2013). *Economia e management delle aziende non profit e delle imprese*

sociali. Cedam.

