

Subject card

Subject name and code	Practical Applications of Fundraising in NGOs, PG_00178087						
Field of study	International Economic Relations, International Business						
Date of commencement of studies	October 2024		Academic year of realisation of subject		2025/2026		
Education level	Master's studies		Subject group				
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		English		
Semester of study	3		ECTS credits		5.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Christian Orobello				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		0.0	30
Subject objectives	To understand the application of real world solutions to the economic issues of communities through the coordination of a project with a local NGO. Students will plan and implement a charity event						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[IBMU2_W08] knows selected areas of the functioning of a modern enterprise in the international environment; understands the conditions, principles and consequences of decisions taken in modern enterprise's structures dealing on the international market	Students will demonstrate knowledge of the function of modern enterprises through their work with leaders from both the local NGO and the University. This knowledge will help them in their planning and execution of their event.	[SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW5] implementation of a problem task
	[IBMU2_W05] knows and understands the fundamental dilemmas of international business related to globalisation, integration, internationalization and sustainable development	Students will demonstrate their knowledge of the challenges facing businesses and how these challenges are related to globalization, integration, and sustainable development.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[MSGMU2_K05] is ready to initiate actions in the public interest, inspire and organise projects for the benefit of the environment and the international business community, in accordance with the idea of sustainable development and the resulting legal, economic, ecological, political and social requirements	Students will demonstrate their ability to initiate action in the public interest and plan an event to benefit the local community	[SK2] presentation/project/paper/ report
	[IBMU2_W07] knows the terms and principles of intellectual (industrial) property protection and copyright law; understands the necessity of intellectual property management	Through their collaboration with local NGOs students will be mindful of the IP of the organization and the University protecting the reputations of both at all times.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[IBMU2_U09] can independently plan and implement lifelong learning; complement and improve the acquired knowledge and skills; is open to new ideas and techniques; can inspire and organise the learning process for others	Students will work in a collaborative manner with leaders in the community, instructors, and their classmates, demonstrating an openness to all sides of the issues at hand.	[SU1] oral statement/conversation/ discussion [SU8] observation of student's independent or team work
	[MSGMU2_W12] has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship	During the course of the term students will be expected to develop entrepreneurial solutions to specific NGOs in the community, using the information they gather in their work.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[MSGMU2_W04] has an in-depth knowledge of different types and elements of economic structures and institutions, including institutions, organisations and economic entities; understands the causes, course, scale and consequences of changes occurring in them, as well as relations between them on a national, international and intercultural scale; knows the theories explaining relations among them	Students will demonstrate their knowledge of change management as it relates to economic structures and institutions. They will make decisions based on these theories and develop solutions that benefit the community, the NGO, and the people served by the NGO.	[SW2] presentation/project/paper/ report
	[IBMU2_K03] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions; undertakes challenges of creative thinking; acquires resilience to failures; assesses risks and threats and finds ways of counteracting their effects	Students will use their entrepreneurial skills to develop solutions to fundraising challenges in local NGOs, and they will see the project through from information gathering and conception to implementation.	[SK2] presentation/project/paper/ report

Subject contents	1. The World of Non-profits & Social Entrepreneurship presentation and discussion History of Non-profits Scope of Non-profit Fundraising Non-profit Economy Four Functional Categories Non-profit vs Not for Profit 501c3 Ethical considerations Donor Bill of Rights (Activity 1) Basics of Funding (Where does the money come from) Social Entrepreneurship (Activity 2) Research a non-profit (Activity 3) Activity 1- Look at the donor bill of rights and determine its key elements, how do these compare to consumer rights? Activity 2- Search for and share examples of Social Entrepreneurship 2. Governance and Types of Non-profit Organizations - presentation and group work Pluralism and Robert Dahl Define Community Tragedy of the Commons Lloyd Non-Profit Roles Governance vs Operations 3. Governing Roles of Non-profits Non-profit integrity Board Competencies Models of Governance Activity 1: Pluralism vs Populism discussion Activity 2: Board roles and responsibilities Activity 3: Sarbanes Oxley Act Reading and Discussion Activity 4: 3 Board examples and discussion 4. Greening the Ghetto Impressions case study discussion Watch the video Discuss the needs mentioned Pluralism Externalities Equation Types of Externalities SUVs Define a local problem 5. Tour some local NGOs and meet with their leaders Activity: Develop questions to ask local leaders Activity: Understand the needs of the community from a different perspective Activity; Connect with a local group and their mission 6. Project's funding needs review, mapping of possible sources. Applying for Public Funding for Projects of Non-profit Organizations review, exercise in building strong arguments Applying for Public Funding for General Statutory Operations review, exercise in building strong arguments Budget PowerPoint Students created SMART Goals Students created a budget based on these goals 7. Estimation of financial needs for the agency planned: projects and general statutory operations approach exercises and mutual checking. We review the budget we spoke about, i.e. 6 places to find funding: 1. Corp Foundations 2. Corp Giving Programs 3. Family Foundations 4. Community Foundations 5. Fed Gov't 6. Local Gov't Search for funding potential 8. Events presentation 9. Student's Consult with the instructor to develop a plan for their event 10. Students present their ideas to the class Budget Timeline Key Partners Resources Expected Outcome 11... 12....13....working days with consultation 14...15 Presentations		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Project implementation	51.0%	33.0%
	Attendance and participation	51.0%	33.0%
	Final presentation of the project	51.0%	34.0%
Recommended reading	Basic literature	Provided by the instructor	
	Supplementary literature	Provided by the instructor	
	eResources addresses		
Example issues/ example questions/ tasks being completed			
Work placement	Not applicable		

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