



**MANGALORE UNIVERSITY**  
**Department of Social Work**  
**Master of Social Work (MSW)**

**SWS 505: MANAGEMENT OF NON-PROFIT ORGANIZATIONS FOR**  
**SUSTAINABLE DEVELOPMENT**

**Objectives:**

- To develop understanding of the evolution of administration as a science and as a method;
- To develop understanding and appreciate the utility of the administrative structures, processes and procedures in an organization;
- To acquire knowledge and skills in the use of different management techniques in human service organizations; and
- To understand policies and procedures involved in establishing and maintaining human service organizations.
- To understand theoretical understanding of development;
- To acquire knowledge of different theories, barriers and forms of development and their use in the process of social change;

**Course content:**

**UNIT-I**

**Administration of Voluntary Organizations:** Basic concepts-Administration, Organization, Management, Business Administration, Public Administration, Social Welfare Administration; NGOs as non-profit organizations involved in development work - Common denominators and overlaps in Business, Public and Non-profit managements Legal - rational structure of Non-profits -Trusts, Special reference to Trust Act, Societies Registration Act

**UNIT-II**

**Approaches to Organizational Management:**

Vision, Mission and Goals in NGOs – Matching intervention paradigms with mission and vision - Translating vision and mission into action Management process: Vision, Planning, Organizing, Directing, Staffing, Coordination, Reporting and Budgeting. Executive boards, committees; Professionals and other staff-relationship, communication, team work, and facilitating team building, training and supervision; Organizational climate, Human resource planning and training. Organizational Budget, Sources of finance, Fundraising, Records, Audit.

**UNIT-III**

**Functioning of voluntary organizations:** Coordinating, reporting , Public Relations, Networking, Administrative Skills; writing letters, reports and minutes; Fundraising and conducting meetings; Marketing of Social Services-Relevance of social services in developing economy; Applications of marketing in social services, e.g. health and family welfare, environment protection, social forestry, etc. Leadership styles suited for NGOs , Interfacing with community and community based organizations, NGO Capacity Building : Building the competencies in NGOs - Identification and Procurement of right competencies, Training and Development and Performance Appraisal

## UNIT-IV

**Development Paradigm :** -Concept on development, Basic Elements of Development- , Objectives of Development, Dimension of development, sustainable development Concept & strategies to achieve sustainable development. Globalization and development , Emerging Challenges in Development – Development Debate – Development vs. Displacement – Development Ethics – Inclusive Development– Development as Freedom – Changing paradigms of Development , Sustainable development .

## UNIT-V

Development Approach And strategies : Right to Development - UNDP Initiatives - Development Strategy: Poverty Reduction, Employment, Health - Models of Development: Quantitative Growth Approaches - Planning and Growth Strategies in India: Priorities, Target Groups, Approaches and Methods - Liberalization, Privatization and Globalization in India-Shift in Developmental Policies and Strategies- Transition from Quantitative to Qualitative Approaches: Basic Needs Approach, Sustainable Human Development Approach, Gender Development Approach

### References:

|                             |  |                                                                                   |
|-----------------------------|--|-----------------------------------------------------------------------------------|
| Balsara Jal F 1984          |  | Perspectives on Social Welfare in India. Chand Co. Ltd., New Delhi..              |
| Chowdhury Paul D., 1979.    |  | Social Welfare Administration. Atma Ram Sons., Delhi.                             |
| Peter F. Drucker 2005       |  | Managing the Nonprofit Organization, HarperBusiness; Reprint edition              |
| Goel S.L., 1988.            |  | Social WelfareAdministration VOL.2: Theory andPractice. Deep &Deep Publications.  |
| Goel S.L., &Jain R.K., 1998 |  | Social Welfare Administration Vol.1: Theory and Practice. Deep &Deep Publications |
| Garain, S. 1998.            |  | Organizational Effectiveness of NGOs. Jaipur:                                     |

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|                                 |  | University Book House.                                                                          |
| Kohli A.S., &Sharma S.R., 1996. |  | Encyclopedia of Social Welfare and Administration<br>Vol. 1-7. Anmol Pub. Pvt. Ltd., New Delhi. |
| Lauffer, A 1977.                |  | Getting the Resources You Need. New Delhi: Sage<br>Publications.                                |
| Lewis Judith A1991              |  | Management of Human Services, Programs. Broke<br>Cole Publishing Co..                           |
| Rao Vidya, 1987                 |  | Social Welfare Administration. Tata Institute of<br>Social Sciences, Mumbai..                   |
| Sachdeva, 1998                  |  | D. R., Social Welfare Administration in India.<br>Allahabad, Kitab Mahal..                      |

### **Journal**

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| Garain, S., |  | Towards a Measure of Perceived Organizational<br>Effectiveness in Nongovernment Organization.<br>Mumbai: Indian Journal of Social Work, 54 (2). |
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