Syllabus

Non-Profit and Social Business Evaluation - 3149

Last update 17-02-2017

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: ngo & community organization management

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Yuval Ofek

Coordinator Email: yuvalofek@poli.haifa.ac.il

Coordinator Office Hours: Wednesday, 1000-1100, upon prior coordination

Teaching Staff:
Dr. Ofek Yuval
Course/Module description:
Recent organizational and economic processes have put non-profit organizations (NGOs) and social businesses under increasing pressure, which now must demonstrate results in valid, reliable, credible and rigorous manner. Hence program evaluation is required today, more than ever, in order for NGOs and social businesses to survive and succeed in a competitive environment with shrinking resources. This course introduces students to the field of program evaluation and presents the most up-to date evaluation approaches and their use in practice.

Course/Module aims:
The students will learn how to evaluate effectiveness, efficiency, relevance, impact and sustainability of NGOs and social businesses. To do so, a variety of evaluation approaches and their adaptations to types of programs and projects will be taught. Students will learn how to combine these approaches, as well as how to integrate them with existing performance measurement systems. Special emphasis will be given to the development of evaluation systems suitable for various types of organizations in various circumstances (even for those facing budgetary constraints), which are able to supply information leading to improvement and supporting donor and public accountability.

Learning outcomes - On successful completion of this module, students should be able to:
By the end of the course students will be able to actively adapt evaluation systems to the needs of their organizations through planning internal and external evaluation designs.

Attendance requirements(%):
80%

Teaching arrangement and method of instruction: Lecture

Course/Module Content:
1. Why to evaluate? Concepts, background and the role of evaluators
2. Improvement or accountability? Problems and challenges in evaluating NGOs and social businesses
3. Let's get started: Evaluation plan, proposal and first necessary steps
4. It is not a research here. The classical approach and its problems in evaluation
5. Opening the black box: Using logic models and theory of change approaches
6. Dealing with complex and changing environments
7. Data collection on the ground: Lessons from a complex reality
8. Network evaluation: Evaluating partnerships
9. We haven’t done anything if we didn’t use it correctly: Using evaluation information in NGOs and social businesses
10. What should we do with all of this information? Building effective information system for NGOs and social businesses
11. Extra class: The future is here: Using Big Data for evaluation

Required Reading:
Students should read the course reading materials according to the order in which they appear under each topic. All components are accessible on the course website and in the databases of the university library.

1. Why to evaluate? Concepts, background and the role of evaluators

2. Improvement or accountability? Problems and challenges in evaluating NGOs and social businesses
   Further reading:

3. Let’s get started: Evaluation plan, proposal and first necessary steps
   Further reading:

4. It is not a research here. The classical approach and its problems in evaluation
   Song, M., & Herman, R. (2010). Critical Issues and Common Pitfalls in Designing and...

5. Opening the black box: Using logic models and theory of change approaches


6. Dealing with complex and changing environments


7. Data collection on the ground: Lessons from a complex reality


8. Network evaluation: Evaluating partnerships


9. We haven’t done anything if we didn’t use it correctly: Using evaluation information in NGOs and social businesses

Further reading:
10. What should we do with all of this information? Building effective information system for NGOs and social businesses
11. Extra class: The future is here: Using Big Data for evaluation

Additional Reading Material:

Course/Module evaluation:
End of year written/oral examination 80 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 0 %
Assignments 15 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 5 %
Answering questions at the beggining of class
**Additional information:**
* A bonus of 10% calculated as 100% in cumulative average will be given for active participation

* Course lectures do not include statistics