האוניברסיטה העברית בירושלים
THE HEBREW UNIVERSITY OF JERUSALEM

Syllabus

Digital tools and technology for managers of social organizations - 3051

Last update 21-10-2021

HU Credits: *2*

Responsible Department: *Non profit Management and Leadership*

Academic year: *0*

Semester: *2nd Semester*

Teaching Languages: *Hebrew*

Campus: *Mt. Scopus*

Course/Module Coordinator: *Ms. Ma'ayan Alexander*

 Coordinator Email: *Maayan.Alexander@mail.huji.ac.il*

Coordinator Office Hours: *By appointment*

Teaching Staff:
  Ms. Maayan Alexander

Course/Module description:

Digital tools and information technologies help nonprofits in spreading their activities and increasing their social impact. This course will focus on essential aspects of these tools, and implementation of them into work.

Course/Module aims:
 Present tools and concepts for planning and running digital activities in organizations
 Review options and features of different tools for different organizational tasks
 Learn how to embed digital tools and information technologies in organizational strategy and processes

Learning outcomes - On successful completion of this module, students should be able to:
 Design digital activities with the UX Persona Technique
 Set work plans for digital activities
 Evaluate and analyze activity in websites and social media
 Write and edit content that captures attention and drives action in digital communication channels

Attendance requirements(%):
 100%

Teaching arrangement and method of instruction: The course will include lectures, group discussions and experiential learning.

Course/Module Content:
 1. Planning and running digital projects in nonprofit organizations
2. The Persona Technique for user experience design
3. Organizational and personal activity in social media and online social networks
4. Development of digital and data based programs and services
5. Ethical and legal aspects: privacy, security, copyrights, accessibility and inclusion

6. Resource development and online payments
7. CRM and email marketing systems
8. Measuring online activities and data driven planning
9. Writing and editing for online communications
10. Digital strategy and digital transformation
11. Budgeting and resource development for digital tools and infrastructures
12. Organizational culture and implementation of digital tools

<u>*Required Reading:*</u>
The required reading will appear in the course website.

<u>*Additional Reading Material:*</u>

Course/Module evaluation:
End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 90 %
Assignments 10 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

<u>*Additional information:*</u>
It is recommended but not mandatory to bring a laptop to class.
Required reading materials, assignments and links will be published in the course website.