



The Hebrew University of Jerusalem

Syllabus

social management - 3068

Last update 01-12-2016

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: management of ngo"s and social organizations

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Gali Sembira

Coordinator Email: galisembira@gmail.com

Coordinator Office Hours:

Teaching Staff:

Dr. Sembira Gali

Course/Module description:

The course will address both concepts and tools relating to managing social organizations as well as the concept of collective impact. The course aims to expose the students to a management perspective that represents an alternative to traditional approaches to managing social organizations – a social management approach which is based on a unique concept of the professional role. The course will address the approach to and influence of social management, the processes that underlie the management of nonprofit organizations, the perception of the role of the social manager, and different basic concepts and theories in this field. During the course, formative processes that have taken place in civil society in recent years as well as enterprises engaged in building infrastructure and collective impact on civil society will be presented. The course will utilize case studies, success stories, and meetings with key figures and processes that are occurring today.

Course/Module aims:

Learning outcomes - On successful completion of this module, students should be able to:

To describe and evaluate various management approaches in the context of nonprofit management, familiarity with processes and initiatives formative in establishing civil society, and broad influence.

Attendance requirements(%):

Teaching arrangement and method of instruction:

Course/Module Content:

1. Management of social organizations – in Israel and throughout the world
2. Social management as a profession – dimensions, content areas, and major tensions
3. Role perception – social manager
4. Civil society infrastructure
5. Collective impact – organizational infrastructure, joint spheres of influence, joint processes

Required Reading:

- הצהרת ארגוני החברה האזרחית, מנהיגות אזרחית, 2016.
שיתופים (2009). ניהול חברתי זה מקצוע! ניתוח תפקיד המנ"כל החברתי. בית יהושע: שיתופים.
שיתופים (2013). תפקיד המנהל החברתי - תיאוריה ומעשה. בית יהושע: שיתופים.
http://www.sheatufim.org.il/multimedia/upl_doc/doc_150512_78058.pdf
גדרון, ב'. (10.12.2003). ניהול מלכ"רים: כל אחד יכול? אתגרי מנהיגות וניהול בתקופת משבר:
הכינוס השני של המגזר השלישי בישראל - קובץ מאמרים. הארץ.
סמבירא, ג. (2008). "תוכנית ברורה תאיר רעיוןך": תהליך קבלת החלטות בהקמת קרן משפחתית:
ניתוח מקרה. חברה אזרחית ומגזר שלישי בישראל, ב (1), 137-144.
עמית, ר', וקריןנדלר, מ'. (2010). ניהול המשפיע על שיפור הביצועים במגזר השלישי: מה ניתן ללמוד
ממנהלים מצליחים במגזר העסקי. חברה אזרחית ומגזר שלישי בישראל, ג (1), 33-65.
שמיד, ה'. (10.12.2003). מחובבנות למקצוענות - הצורך בשכלול דפוסי הניהול בארגונים ללא כוונת
רווח. אתגרי מנהיגות וניהול בתקופת משבר: הכינוס השני של המגזר השלישי בישראל - קובץ מאמרים.
הארץ.
The Clore Duffield Foundation. (2007, July). Proposal to Create A Clore Leadership
Programme for the Third Sector: A Context Paper Commissioned by the Clore
Duffield Foundation. Retrieved from The Clore Duffield Foundation:
http://www.cloreduffield.org.uk/cms/user_files/files/SLPContext%20paperJuly07.pdf
Anheier, H. K. (2000). Managing Non-Profit Organisations: Towards A New Approach.
Retrieved from.
<http://eprints.lse.ac.uk/29022/1/cswp1.pdf>
Carlson, M., & Donohoe, M. (2010). The Executive Director's Survival Guide: Thriving
as a Nonprofit Leader. San Francisco, CA: Jossey-Bass.
Crawford, J. (2010). Profiling the Non-Profit Leader of Tomorrow. Ivey Business
Journal.
<http://www.iveybusinessjournal.com/topics/leadership/profiling-the-non-profit-leader-of-tomorrow>
Crutchfield L., Mcleod Grant H., Forces for Good: The Six Practices of High-Impact
Nonprofits. San Francisco: JosseyBass Publishers, 2008
http://www.sheatufim.org.il/multimedia/upl_doc/doc_110510_6400.PDF
Drucker, P. F. (1990). Managing the Non-Profit Organization. New York, NY: Harper
Collins Publishers.
Eagly, A. H., & Carli, L. L. (2003). The female leadership advantage: An evaluation of
the evidence. Leadership Quarterly, 14, 807-834.
Erhardt, N. L., Werbel, J. D., & Shrader, C. B. (2003). Board of director diversity and
firm financial performance. Corporate Governance, 11, 102-111.
Kania, J & Kramer, M. (2011). CollectiveImpact. StanfordSocialInnovation Review,
Winter2011
http://www.sheatufim.org.il/multimedia/upl_doc/doc_030714_22506.pdf
Rechtman, J. E. (2008). On Being A Nonprofit Executive Director. Ann Arbor, MI:
Antioch University.
West, C., & Zimmerman, D. H. 1987. Doing Gender. Gender & Society, 1(2):
125-151.

Additional Reading Material:

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 0 %

Participation in Tutorials 0 %

Project work 50 %

Assignments 50 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information: