

SOCIAL AND CULTURAL INSTITUTIONS MANAGEMENT

Degree in Touristic Activities Management

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Code: 16500

Main Scientific Area: Public administration and finance

Lecturer: Isabel Maria de Freitas Soares Ferreira

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

Objectives

The studies on the management of non-profit organizations are one of the youngest disciplines of management. Social entrepreneurship, social innovation in creating sustainable solutions, volunteering and citizenship are important issues in the study.

This course is thus designed to put students in contact with the social economy, its reality and challenges. Seeks reflect on the importance of adopting entrepreneurial approaches and sustainable management practices that contribute to the creation of organizational value with positive impact on society.

Thus, through active methodologies of teaching / learning, it is intended to equip students with behavioral skills and social entrepreneurship. Wanted thus make students catalysts of a generation of leaders and change agents that contribute to organizations, markets, communities and societies that are governed by fundamental values such as respect for human dignity and the environment.

Learning Outcomes

Through active teaching / learning methodologies, we seek to develop: (i) behavioral skills (BS): BS1: capacity to negotiate; BS2: management of the conflicts; BS3: leadership; BS4: communication; BS5: group's dynamic; (ii) Skills in social entrepreneurship (SSE): SSE1: Understanding the meaning of social economy, concept evolution and related dynamics; SSE2: Develop critical thinking skills in relation to the challenges facing social economy organizations; SSE3: Understand and discuss the importance of designing and developing innovative and sustainable solutions to address social problems; SSE4: Knowledge of tools to support the development of sustainable business models; SSE5: Identify, understand and apply the life cycle of social entrepreneurship; SSE6: Understanding the importance of developing a partnership strategy, with the State, the private sector and civil society itself; SSE7: Develop critical capacity on the importance of performance evaluation and measurement of the impacts of social projects in the community.

Course Contents

1. SOCIAL ECONOMY

1.1 Emergence and development of the social economy sector (non-profit sector)

1.2 Challenges of social economy organizations

1.3 Classification of social economy organizations

1.4 The Professionalization of the management of entities of the social economy

2. SUSTAINABLE DEVELOPMENT AND BUSINESS CITIZENSHIP

2.1 Sustainable Development: concept, scope and policy

2.2 Corporate Citizenship and Social and Environmental Responsibility: concept and perspectives

2.3 Shared value

2.4 Case studies: Projects with social and environmental impact

3. VOLUNTEERING

3.1 Concept

3.2 Profile

3.3 Programs and Measures

3.4 Voluntary projects

4. ENTREPRENEURSHIP AND SOCIAL INNOVATION

4.1 Concept

4.2 Life cycle of entrepreneurship and social innovation: problem, value, solution, sustainability, pilot, feasibility, impact, transformation, growth and communication.

4.3 Project Development

Recommended Bibliography

Azevedo, C. (2012). *Gestão de Organizações Sem Fins Lucrativos – O Desafio da Inovação Social*. Impulso Positivo Editora.

Cidrais, Á. (2007). "Inovação no Terceiro Sector: que caminhos?". *Revista Vez e Voz*. II Série n.º 1 (pp. 7-16).

Cruz, Célia e Estraviz, Marcelo. 2000. *Captação de diferentes recursos para organizações sem fins lucrativos*. São Paulo: Global.

Drucker, P.F. (2006). *Managing the nonprofit organizations: Partices and Principles*.

Drucker, P. F. 1990. *As Organizações sem Fins Lucrativos*. Lisboa: Difusão Cultural.

Ricardo, Júlio. 2007. "Terceiro Sector, Economia Social e Solidária: pistas de reflexão". *Revista Vez e Voz*. II Série n.º 1 (pp. 57-64).

Santos, F., Carvalho, I. Salvado, J. (2013). *Manual para Transformar o Mundo: da ideia inspiradora à*

implementação inovadora. Fundação Calouste Gulbenkian.

Learning and Teaching Methods

Based on the objectives for the course, through the programmatic contents aims to achieve the following learning outcomes:

R1: Understanding and addressing the strategic management process as an integrating area, highlighting the importance of aligning change, strategy and performance through the involvement and empowerment of people (employees, partners and civil society).

R2: know framing the activities of management of the nonprofit organizations in a systemic perspective, focusing on partnerships and relationships with the different stakeholders, with a view of strategic management.

R3: Know the management practices of the nonprofits organizations.

R4: Understand the importance of developing sustainable solutions and for other communities and geographies, thus, creating the necessary conditions for social change happen.

R5: Identify and apply the life cycle of social entrepreneurship.

R6: Plan, manage and stimulate, on a voluntary basis, social projects in the local community.

Assessment Methods

(i) A critical review of mandatory readings - individual - 30%

(ii) Volunteer project - individual (12 hours) - 35%

(iii) Presentation of the critical review and volunteer project - 5%

(iv) Group portfolio - (work in the classroom) - 15%

(v) A class project in the area of social innovation - 15%