

# STELLENBOSCH BUSINESS SCHOOL NPO MANAGEMENT PROGRAMME

## Programme investment

### DATES

9 - 13 October 2023

### COST

R3 490.00 (incl VAT)

### Duration

5 weeks

1 week for the course; 4 weeks thereafter to complete the individual assignment.

**MODE:** Online via Zoom

## Certificate

On successful completion of the programme (which requires attendance of all classroom-based days as well as the passing of the assignment), you will receive a digital certificate from Stellenbosch University.

## Would you like to know more?

Contact us today.

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The University of Stellenbosch Business School's Management Programme for NPOs focuses on promoting social development in South Africa by enhancing managerial effectiveness, service delivery and good governance in the NPO sector. To be sustainable, NPOs must be managed efficiently and have the ability to attract, secure and retain funding.

## When and where

The NPO Management Programme is presented by the University of Stellenbosch Business School's Social Impact. **The program starts on Monday, 9 - 13 October 2023.**

## Who can apply for the programme?

The current or aspiring manager of a non-profit organisation (NPO) who has no formal qualifications in management.

## Why a management programme for NPOS?

To be sustainable, NPOs must be managed effectively and have the ability to attract, secure and retain funding. They need to apply sound management principles and good governance to enable effective delivery to clients. Studies by the Centre for Civil Society have shown that only 2% of welfare organisations are viable in the longer term. This programme stives to remedy this situation.

## The learning outcomes

### Over the course of the programme, participants will be equipped to:

- Make a strategic assessment of the medium-term sustainability of their non-profit organisation and identify high-level challenges and potential opportunities.
- Write a fundraising strategy for the NPO
- Read and understand financial statements to determine the financial health of the NPO
- Apply leadership skills and hence better utilise human capital
- Assess the governance model of the NPO

## How the assessment works

- Individual written assignment (summative assignment)
- All submissions are completed in the participants own time but according to strict deadlines

## Admission requirement

- Matric Certificate or equivalent.
- Appropriate management experience in the NPO environment.
- Basic working knowledge of MS Excel, MS Word, and MS PowerPoint (or other spreadsheet, word-processing and presentation software) is highly recommended).

# Modules



## 1. Strategic management and sustainability

Discussing the components, logical process, and contents of strategic management, interpreting, and applying these in one's own work context in order to prepare a basic strategic plan, explaining the sustainability to underscore each element of strategy formulation and implementation.



## 2. Financial management

Interpreting and preparing activity-based and organisational budgets; identifying key financial management reports and their content/purpose; explaining financial management reports in the context of individual organisations (income and expenditure variances, balance sheet statements, cash flow projections etc.); discussing factors affecting the sustainability of a non-profit organisation; discussing the importance of good financial record-keeping and internal controls.



## 3. Governance

Discussing the Third Sector and where organisations fit within this landscape; discussing the Governance landscape for Nonprofit Organisations and how this applies to organisations; briefly describing the New Companies Act and other legislation relevant to organisations; summarising the codes of good practice such as King III, DSD, ND Inyethelo Independent Code, and their relevance to organisations; discussing the five phases of the growth model and its relevance to organisations.



## 4. Labour Law

Giving an overview and examples of key labour law concepts and principles; briefly summarising employer/employee rights and duties; discussing the various reasons for dismissal; differentiating between substantive and procedural fairness.



## 5. Leadership and team dynamics

Giving examples of leadership skills to better utilise human capital; discussing how leaders of NPOs should lead sustainable change in organisations; comparing different techniques to lead cohesive and effective teams.



## 6. Marketing and fundraising

Explaining the importance of marketing in resourcing an NPO; writing a funding proposal and discussing project-based fundraising; discussing the marketing of an NPO; using the internet/social media to aid both marketing and fundraising in a NPO environment.



## 7. Project management

Discussing project management and how it fits into the environment of NPOs; explaining the role of the project manager in the environment; demonstrating basic tools and techniques of project management like; scope management, time management, and cost management.