

NPM524 Develop and Create Value for Organisation and People

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

Businesses that flourish and endure do so not just by delivering a robust "bottomline", but they also offer goods and services that are of a distinctive value to their customers. Although non-profits may not be driven by the same monetary goals, they are not exempted from the need to deliver value. In fact, a non-profit that makes this imperative integral to its organisational strategy will be able to harness sustained support from its stakeholders and stay longer and stronger in the journey. However, what does it mean to deliver value? And to whom? Are there ways to measure "success" or assess the value of something? How do we even define "value" and are there meaningful yet effective ways to create and convey it?

These questions and more will be teased out in the course of four 1-day sessions. Targeted at executive heads and senior staff of nonprofits and those planning to take up such positions, the module will incorporate case studies, selected readings and real-world experiences from academics and practitioners. Most of all, it will be an opportunity for learners to share with and gain from the rich and diverse experiences of other participants.

Topics:

- Nonprofit operating model
- Corporate social innovation
- Corporate citizenship
- The UN sustainable development goals
- Effective philanthropy
- Cross-sector collaboration
- Strategic alignment and shared values
- Blended value proposition
- Managing for value
- Skill-based volunteer framework
- Society, community and social leadership
- Reflective practice

Learning Outcome:

- Appraise skill-based volunteer framework for nonprofit-corporate partnership.
- Distinguish tools used to enhance corporate social innovation and shared value.
- Examine corporate citizenship performance goals.
- Design a value-creating path using skills-based volunteer framework.
- Formulate nonprofit-corporate partnerships that will sustain the collaboration.
- Create meaningful corporate citizenship performance goals.
- Construct performance measures to monitor and adapt value creation to evolving context.
- Improve skills to communicate with diverse stakeholders and form coalitions to co-create, shape outcome(s) and achieve social change.

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	GROUP BASED ASSIGNMENT 1	30
	PARTICIPATION 1	20
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.