Strategic Management of Non-Profit Organizations: The case of healthcare Organization (170002025-251)

Instructors' Names:

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Course Description:

This course explores the unique principles of managing non-profit organizations, highlighting their specific characteristics and methodologies. Through the lens of global future problem-solving, it incorporates an in-depth case study from the healthcare sector, providing students with valuable insights into strategic adaptation, planning, ethical decision-making, digital transformation, AI integration, and innovation in managing non-profit healthcare organizations.

Learning Outcomes:

This course combines theoretical and practical learning to equip students with the strategic management skills necessary to understand and lead non-profit organizations, with a focus on healthcare, through dynamic challenges.

1. Describe Non-Profit Characteristics: Explain the unique characteristics of non-profit organizations, particularly in the healthcare industry as a case study.

2. Analyze Frameworks: Examine the legal, regulatory, and financial frameworks shaping non-profit healthcare management.

3. Apply Strategic Tools: Utilize strategic management tools to assess internal and external factors impacting non-profit healthcare organizations as a case study.

4. Develop Strategic Plans: Formulate and implement strategic plans to address organizational challenges and maximize opportunities within the healthcare sector.

5. Navigate ethical dilemmas inherent in non-profit organizations and healthcare management as a case study.

6. Collaborate Effectively: Work collaboratively to solve current and future challenges, with a focus on innovation and digital transformation, using healthcare organizations as a case study.

Semester:

Spring Semester 2025

Course Credits:

4 credits (6 ECTS)

Attendance Requirements:

Full attendance is mandatory for all online lectures and in-person activities during the visit to Olomouc.

The online sessions will be held via Zoom from on Tuesday 16:00 to 18:30 Israel time (15:00–17:30 Czech Time) on the following dates:

- 25.3.2025
- 1.4.2025
- 22.4.2025
- 29.4.2025

The course includes an active workshop at Moravian College in Olomouc, scheduled from **4–8.5.2025**. On Thursday, **8.5.2025**, the final project will be presented as part of the course requirements. A final assignment, including a reflection and a travel report, must be submitted by **15.6.2025**.

Prerequisites for Registration:

- English proficiency at level B2 or exemption/Advanced English 2
- Completion of basic courses in management or healthcare management (introductory or first-year courses). If a student is missing one of the required courses, their case will be individually examined and decided upon accordingly.
- Successful completion of a personal interview

Course Evaluation – Final Grade Breakdown:

- Active participation in group work during classes: 20 points
- Final project + presentation of the final project: 70 points
- Submission of a summary report and reflection: 10 points

Passing Grade:

- A minimum grade of 60 is required to pass the course.

Course Content:

25.3.2025

Lesson 1: Understanding Non-Profit Organizations

- Definition and characteristics

- Differences from for-profit entities

- Legal and regulatory frameworks

- Mission, vision, and values

1.4.2025

Lesson 2: Environmental Analysis in Non-Profit Management: Internal and External Ecosystem Comparative Analysis

In this lesson, we will explore the intricate relationship between financial models and non-profit organizations' internal and external environments, with an emphasis on healthcare as a case study. Understanding the financial landscape is crucial for making informed strategic decisions and navigating the dynamic non-profit ecosystem effectively.

Financial Models and Revenue Sources:

- Examining the financial models utilized by healthcare organizations to sustain operations and deliver quality care.

- Analyzing the impact of revenue sources, such as government funding, insurance reimbursements, and patient fees, on organizational sustainability.

- Understanding how financial decisions influence resource allocation, service provision, and strategic planning within healthcare organizations as a case study.

Environmental Analysis:

- Conducting a comprehensive assessment of the internal and external factors shaping the healthcare environment.

- Exploring the internal strengths and weaknesses of healthcare organizations, including human resources, infrastructure, and technological capabilities.

- Analyzing external opportunities and threats arising from factors such as regulatory changes, market competition, and socio-economic trends.

22.4.2025

Lesson 3: Strategic Adaptation and Planning

- Importance of strategic planning

- Strategic analysis frameworks (SWOT, PESTEL)

- Case studies on strategic planning initiatives

29.4.2025

Lesson 4: Social Marketing in Non-Profit Organizations

In this lesson, we will delve into the principles and strategies of social marketing and its vital role in non-profit organizations, particularly those focused on healthcare. Social marketing involves using marketing principles to influence behaviors that benefit individuals and communities for the greater social good.

Introduction to Social Marketing:

- Understanding the concept and importance of social marketing in non-profit organizations.

- Differentiating between commercial marketing and social marketing.

- Social Marketing in Non-Profit Organizations

Workshop Title: Global Future Problem-Solving in Non-Profit Healthcare Organizations: Navigating Adaptation to Innovation, Digital Transformation and AI Integration

Objective: To explore potential present and future challenges in the healthcare sector, particularly within non-profit organizations, focusing on Adaptation to Innovation, Digital Transformation, and AI Integration, and to develop strategies for addressing these challenges and presenting conflicts and dilemmas created from these.

These topics are some of the key areas that will be thoroughly discussed and explored during the workshop:

1. Innovation Adoption in Healthcare Delivery

2. Data Security and Privacy Concerns

3. Skills Gap and Workforce Training

4. Ethical Implications of AI Algorithms

5. Multiculturalism in Healthcare Organizations

References

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