

Applying Business Methods and Tools in Nonprofit Strategic Planning

Case Study of a Particular Non-profit Organization

by

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A Thesis

submitted in partial fulfillment

of the requirements for the degree of

Master of Business Administration

The School of Business Administration

Newport University

Abstract

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This thesis discusses the application of business methods and tools in the process of the strategic planning of Resource Center of Moldovan Human Rights NGOs - a nonprofit organization - active in consolidation of the management and action capacities of socially active and civic organizations of Moldova.

It describes the process of non-profit strategic planning, the use of the variety of business planning tools and approaches, the process and approach practical results and outcomes obtained and how they in the formulation of the organization Business Plan for the period of 2003-2006 improved the performance of the organization.

The use of business models and approaches in the non-profit planning have been widely recognized and exercised. There is few evidence of the use of business planning and efficient business methods in the non-profit organizations of Eastern Europe. This thesis discusses these methods that can be particularly useful and extremely practical in elaboration of the nonprofit organization strategy. The results can be extended to the practices of other non-profit organizations.

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