



Central International University-CIU

Diversity Learning Institute-DLI

Twikatane e.V Germany

Skills Curriculum/Syllabus

Course Duration: 3 to 6 months

Course: Community Development & Management

What is Community Development & Management?

Community Development & Management refers to the process of building and nurturing a vibrant and engaged community. It involves various strategies and activities aimed at fostering connections, facilitating communication, and enhancing the overall experience of community members. Here are ten key points about Community Development & Management:

1. **Establishing a Vision:** Community Development & Management begins with creating a clear vision and purpose for the community. This vision guides the efforts and sets the direction for community growth.
2. **Identifying Target Audience:** It is crucial to identify the target audience or the specific group of individuals that the community aims to serve. Understanding their needs, interests, and aspirations helps in tailoring community activities accordingly.

3. **Building Relationships:** Building strong relationships is essential for effective community management. This involves fostering connections between community members, facilitating networking opportunities, and encouraging collaboration.
4. **Encouraging Engagement:** A vibrant community thrives on active engagement. Community managers employ various strategies, such as organizing events, discussions, and contests, to encourage community members to participate and contribute.
5. **Providing Support and Resources:** Community managers play a vital role in providing support and resources to community members. This may involve answering questions, offering guidance, or sharing relevant information and tools.
6. **Moderation and Conflict Resolution:** Community managers are responsible for maintaining a healthy and respectful environment within the community. They enforce community guidelines, mediate conflicts, and ensure that discussions remain constructive.
7. **Monitoring and Analysis:** Community managers regularly monitor community activities and analyze engagement metrics to gain insights into member behavior, interests, and trends. This information helps in adapting community strategies and improving overall performance.
8. **Feedback Collection:** Gathering feedback from community members is crucial for continuous improvement. Community managers actively seek feedback, conduct surveys, and listen to community members' suggestions and concerns to enhance the community experience.
9. **Recognizing and Rewarding Contributions:** Recognizing and rewarding community members' contributions fosters a sense of belonging and encourages active participation. Community managers acknowledge and appreciate valuable contributions through various means, such as badges, rewards, or public recognition.
10. **Growth and Expansion:** Community Development & Management involves continuous efforts to grow and expand the community. This may include attracting new members, partnering with relevant organizations, or exploring opportunities for community outreach.

These points highlight the key aspects involved in Community Development & Management, emphasizing the importance of vision, engagement, support, and continuous improvement to create a thriving community.

Course Objectives

1. Understand the principles and concepts of community development: Gain knowledge of the theories, models, and principles that underpin community development approaches. Develop an understanding of community dynamics, empowerment, participation, and sustainable development.
2. Acquire skills in community needs assessment: Learn methods and techniques for conducting comprehensive community needs assessments. Develop the ability to identify and prioritize community needs, strengths, and resources.
3. Enhance project planning and management skills: Learn how to effectively plan, implement, and evaluate community development projects. Develop skills in setting project goals, designing strategies, mobilizing resources, and managing project timelines and budgets.
4. Build capacity for community engagement and participation: Gain skills in facilitating community engagement and fostering active participation of community members in decision-making processes. Learn techniques for building consensus, managing conflicts, and promoting inclusivity.
5. Develop leadership and communication skills: Enhance personal and professional skills related to leadership, communication, and teamwork. Learn effective communication strategies for engaging with diverse stakeholders and collaborating with community members.
6. Understand the role of advocacy and policy in community development: Explore the role of advocacy, policy analysis, and social change in community development efforts. Develop an understanding of how to influence policies and systems to address community needs and promote social justice.
7. Foster sustainable community development practices: Gain knowledge of sustainable development principles and practices. Explore environmentally friendly and socially responsible approaches to community development, such as sustainable resource management, climate resilience, and social entrepreneurship.

8. Promote social inclusion and equity: Develop an understanding of social inclusion and equity issues in community development. Learn strategies to address discrimination, inequality, and social justice concerns within communities.

(A) Syllabus Outline:

Module 1: Introduction to Community Development & Management

- Duration: 10 hours

Module 2: Building Community Vision and Purpose

- Duration: 12 hours

Module 3: Understanding Community Dynamics and Stakeholders

- Duration: 15 hours

Module 4: Community Engagement Strategies

- Duration: 18 hours

Module 5: Community Communication and Collaboration

- Duration: 15 hours

Module 6: Conflict Resolution and Moderation

- Duration: 12 hours

Module 7: Community Support and Resources

- Duration: 15 hours

Module 8: Monitoring, Analysis, and Evaluation

- Duration: 12 hours

Module 9: Feedback Collection and Continuous Improvement

- Duration: 10 hours

Module 10: Community Growth and Expansion

- Duration: 12 hours