

School of Business and Nonprofit Management

Course Syllabus

Course: BSE 3720 B1, Introduction to Nonprofit Management and Leadership

Academic Year: 2012/13 **Semester/Quad:** Fall, Quad B

Credit Hours: 2

Prerequisites: BSE 2211 (or sophomore or higher status)

Day/Time: Tues/Thurs: 11:40 AM - 1:20 PM

Location: Carlson 41

Instructor: Christa Beall Diefenbach, M.B.A.; Associate Director – The Axelson Center for Nonprofit Management

Phone: 773-244-5747

Email: cbeall@northpark.edu

Availability:

I am available at the Axelson Center for Nonprofit Management office (5049 N. Spaulding, 2nd floor) by appointment. You can also contact me by phone or email.

Course Description:

An introduction to various issues and topics relevant to nonprofit management and leadership, such as board development, volunteer management, fundraising, nonprofit marketing, history and scope of the nonprofit sector and advocacy.

Course Materials:

REQUIRED

Textbook: G. Grobman (2011). *An Introduction to the Nonprofit Sector – A Practical Approach for the Twenty-First Century*, 3rd ed.; White Hat Communications; Harrisburg, PA; ISBN-10: 1929109199

Other materials will be made available during the course and posted on-line.

Essential IDEA Objectives:

1. Gaining factual knowledge (terminology, classifications, methods, trends).
2. Learning fundamental principles, generalizations, or theories.
3. Learning to apply course material (to improve thinking, problem solving, and decisions).

Specific Course Objectives:

This is a course about the unique socio-political philosophy that has led to the development of the nonprofit sector in American society. It also provides an overview of how nonprofits function, and what makes them different from organizations in the public and business sectors. As nonprofits are heavily dependent upon voluntary contributions—in terms of monetary donations, volunteer hours, and donated goods and services—a special focus is placed on the importance of relationship building in both management and leadership practices. Students will also gain an understanding of the many career opportunities available in the sector.

Through participation in this course, students will increase their specific knowledge in the following areas:

1. The unique structure and framework of the nonprofit sector
2. Nonprofit management and governance methods and practices
3. Laws and standards applicable to nonprofit organizations
4. Effective management strategies in the following areas: volunteer management, financial management, program development, marketing and fundraising
5. Resources useful for investigation of nonprofit management
6. Careers in the nonprofit sector

Course Methodology:

The course will be taught with a variety of lectures, discussions, case studies and active exercises in which the student will be able to demonstrate accomplishment of the above objectives. Students will be required to complete a project involving a nonprofit organization.

Computer Requirements:

In order to effectively participate in and successfully complete this course, each participant will need to have access to a computer and a high-speed internet connection. Please visit <http://www.northpark.edu/Campus-Life-and-Services/Information-Technology/Network/Minimum-Requirements> for information on computer requirements.

Schedule of Weekly Assignments:

Week	Dates	Topics	Assignment(s)
1	10/23	Definitions	Chapters 1, 19
	10/25	Historical & Philosophical Foundations	Chapters 2, 3
2	10/30	Basic Laws	Chapter 4; Quiz 1 – Week 1 Materials
	11/1	Regulations	Chapter 13; Guest Lecture – Program Manager
3	11/6	Organizational Structures	Chapter 6; Quiz 2 – Week 2 Materials; Vote!
	11/8	Management of Human Resources	Chapter 11; Guest Lecture – HR Manager
4	11/13	Volunteer Management	Quiz 3 – Week 3 Materials
	11/15	Board Development	Chapter 5; Guest Lecture – Volunteer Coordinator
5	11/20	Program Planning and Evaluation	Chapters 15, 16; Quiz 4 – Week 4 Materials
	11/22	Thanksgiving Break – No Class	
6	11/27	Basic Budgeting	Chapters 9, 10; Quiz 5 – Week 5 Materials
	11/29	Outreach & Marketing	Chapters 12, 14; Guest Lecture – Fundraising Manager
7	12/4	Fundraising Principles	Chapter 8
	12/6	Ethics & Values	Chapter 7; Quiz 6 – Week 6 and 7 Materials
8	12/10	No Class	Final Assignment Due (by midnight)

Grading:

Assignment	Points	Grade %
Class attendance and participation	10	10%
Six weekly quizzes (10 points each)	60	60%
Final paper	30	30%
Total		100%

Grade Mapping:

A (95-100%)	B- (80-82%)	D+ (67-69%)
A- (90-94%)	C+ (77-79%)	D (63-66%)
B+ (87-89%)	C (73-76%)	D- (60-62%)
B (83-86%)	C- (70-72%)	F (<60%)

Assignment Grading Policies:

Students will be permitted to make up one quiz during the course, if they receive prior approval. Otherwise, missed quizzes will receive a grade of 0. The grade on the final paper will be reduced by 5 points for each day it is late (unless permission is granted in advance).

Student Responsibilities:

We will meet each Tuesday and Thursday. It is expected that you come to class having read the assignment and are prepared to participate in the discussion. For the first session, read Chapters 1 & 19 in the Grobman text.

Instructor Responsibilities:

There will be a PowerPoint posted for each class. These will be available on Moodle approximately 48 hours ahead of class should you wish to have copies of them on which to take notes. Other materials will be made available on Moodle in advance of class as needed.

ASSIGNMENT SPECIFICATIONS**FINAL ASSIGNMENT****Assignment Specifications:**

Each student is required to participate in a volunteer activity at a nonprofit organization during the Fall 2012 semester. Students will write a short paper describing that activity in detail. The paper will include a description of the nonprofit organization, volunteer management structure, and volunteer experience and process. Students will connect their personal experience with the class discussions and readings.

Papers need to be in APA style, and should be no longer than five pages (excludes title page, abstract and reference pages). Points will be deducted for typos and grammatical errors.

Criteria	[point range for outstanding assignment]	[point range for good assignment]	[point range for less than stellar assignment]	[point range for poor assignment]
Page 1: Describe the organization (name, location, founding year, services provided, other pertinent information/data).	5 points	3-4 points	1-2 points	0-1 points
Page 1: Describe volunteer management structure (# of volunteers, types of assignments, other pertinent information/data).	5 points	3-4 points	1-2 points	0-1 points

Criteria	[point range for outstanding assignment]	[point range for good assignment]	[point range for less than stellar assignment]	[point range for poor assignment]
Page 2: Describe your volunteer experience (how you selected this organization, time involvement, formal aspects of the experience, what written information was distributed, other aspects).	5 points	3-4 points	1-2 points	0-1 points
Page 3: Describe your meeting with the volunteer manager (quality of interaction, issues of greatest importance, other salient issues impacting the organization's volunteer program).	5 points	3-4 points	1-2 points	0-1 points
Pages 4-5: Describe the connection of your experience with class discussions and readings.	9-10 points	6-8 points	3-5 points	0-2 points

Other Information:

Papers need to be in APA style, and should be no longer than five pages (excludes title page, abstract and reference pages). **Points will be deducted for typos and grammatical errors.**

Sources for Volunteer Opportunities

Community Resource Network: <http://chicagovolunteer.net/>

Chicago Cares: <http://www.chicagocares.org/>

Volunteer Match: <http://www.volunteermatch.org/search?!=Chicago%2C+IL%2C+USA>

POLICY STATEMENTS

Academic Honesty

In keeping with our Christian heritage and commitment, North Park University and the School of Business and Nonprofit Management are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

1. Plagiarism – the use of another’s work as one’s own without giving credit to the individual. This includes using materials from the internet.
2. Copying another’s answers on an examination.
3. Deliberately allowing another to copy one’s answers or work.
4. Signing an attendance roster for another who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating as well. For further information on this subject you may refer to the Academic Dishonesty section of the University’s online catalog.

In conclusion, it is our mission to prepare each student for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

Attendance Policy for Undergraduate Courses

Attendance and participation are vital. Thus, students are expected to attend every class session, and to arrive on time – tardiness is undesirable and disruptive to your fellow classmates. This course has a strict requirement of documented, advance notification. If you are unable to attend any class session, you are to inform me (preferably by email) **prior to** that session. You need to provide a reason for your absence. Failure to provide advance notification will result in an unexcused absence. Be advised that poor attendance can affect your grade adversely

APA Requirement

The School of Business and Nonprofit Management (SBNM) has adopted the Publication Manual of the American Psychological Association (APA) as the standard and required format for all written assignments in SBNM courses.

Our goal in adopting the APA Manual is to enhance student learning by:

- 1) Improving student’s writing skills.
- 2) Standardizing the required format of all written assignments in all SBNM courses.
- 3) Emphasizing the importance of paper mechanics, grammatical constructs, and the necessity of proper citations.
- 4) Holding students accountable for high quality written work.

If you are unfamiliar with the requirements of the APA Manual, we recommend that you purchase the reference manual and/or that you consult one or more of the suggested resources as listed on the Student Resources section of the SBNM website. **It is your responsibility to learn and ensure that all written work is formatted according to the standards of the APA Manual.**

Students with Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact your program's office (Business: 773-244-6270). Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: <http://www.northpark.edu/ada>