

NORTH PARK UNIVERSITY - School of Business & Nonprofit Management

Course: BSE 3720	Fall 2009, Quad B
<u>Introduction to the Nonprofit Sector</u>	Tues/Thurs: 9:50am – 11:30am

Instructor: Timothy J. O'Brien, Ph.D.
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Required Text:

- G. Grobman (2007). *An Introduction to the Nonprofit Sector – A Practical Approach for the Twenty-First Century, 2nd ed.*; White Hat Communications; Harrisburg, PA

Course Objectives:

This is a course about the nonprofit sector, about the unique socio-political philosophy that has led to its development in American Society, and about its current status and dimensions. Nonprofit organizations are heavily dependent upon voluntary contributions, in the use of unpaid volunteers, and upon a continuing sense of goodwill toward both nonprofit organizations as well as one's own fellow citizens. The dynamics of the nonprofit sector creates the need for well educated leaders who understand the complexity and relational approach to leadership and management. This is particularly true in an era of flux and constant change.

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

1. Familiarity with major works in the nonprofit management literature
2. Knowledge of nonprofit management methods and practices
3. Understanding the laws and standards applicable to nonprofit organizations
4. Derive a basic framework for financial management and compliance via form 990.
5. Experience in writing and presenting as individuals and as members of a team
6. Familiarity with resources useful for further investigation of nonprofit management

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 group project involving a nonprofit organization. This project will require that students research and be prepared to present on the history, organizational structure, philosophy and mission, resource base, and program mix of a specific organization (this requires a final paper and in-class presentation).

Grading:

Class attendance and participation	30%
Paper #1	10%
Paper #2	10%
Project - Presentation	20%
Project - Paper	30%
Total	100%

Tentative Course Schedule and Assignments

#	Day	Date	Activities	Topic	Assignments
1	Tues	10/20	Introductions/Lecture	Overview of NFP Sector: Size and Scope, Challenges	Read Chapters 1 & 19, forming teams, final paper and presentation assignment
2	Thurs	10/22	Lecture/Discussion	History and Theory of NFP Sector	Read Chapters 1 & 2
3	Tues	11/3	Lecture/Discussion	Legal Framework, Lobbying, Quality	Read Chapters 4 ,13, 16, Assignment of paper #1 (Due 11/10)
4	Thurs	11/5		Governance	Read Chapter 5
5	Tues	11/10	Lecture/Discussion	Financial Management, Liability/Risk and Insurance	Read Chapter 10 & 17, Paper #1 due
6	Thurs	11/12	Lecture/Discussion	Ethics, Personnel	Read Chapters 7 & 11
7	Tues	11/17	Lecture/Discussion	Fundraising and Grant Management	Read Chapters 8 &9, Assignment of Paper #2 (due 12/1)
8	Thurs	11/19	No class	Team study	Individual and team work on final paper and presentation
9	Tues	11/24	No Class- Thanksgiving	////////////////////	////////////////////
10	Thurs	11/26	No Class- Thanksgiving	////////////////////	////////////////////
11	Tues	12/1	In-class exercise on	Mission	Read Chapters 6 & 15,

			mission statements and planning	Statements, Strategic Planning and Change Management	paper #2 due
12	Thurs	12/3	Lecture/Discussion	Communications, P/R, Internet	Read Chapters 12 & 14
13	Tues	12/8	Student Led		Presentations
14	Thurs	12/10	Student Led		Final paper due/Presentations

Please note that this schedule is tentative and can be changed by the instructor as needs emerge.

Papers and Presentation

The class will be divided into teams. Students may decide that they would rather work on their own and that is acceptable. Each team or student will decide on a nonprofit organization that they will examine during the course. This nonprofit will be the subject of the three papers that are assigned as well as the final presentations as detailed below.

Paper #1 (10%)

Select a nonprofit organization that interests you and perform an internet search (the professor can provide the names of some nonprofit organizations if you so choose). Paper #1 will be up to 5 pages in length (double spaced) and is designed to provide basic information about the nonprofit being examined. The paper will include the following:

1. Type of organization (IRS Code)
2. Brief History and mission of the organization
3. Programs that the organization provides in order to carry out its mission
4. Description of how the organization is governed (description of board of directors and analysis of structure of board)
5. How is the organization funded?

Paper #2 (10%)

Referring to the organization selected, who are its main competitors? Paper #2 will also be up to 5 pages in length. Compare the organization to one of their main competitors. How do they compare in terms of:

1. Programs offered
2. Size of the organization (annual revenues & staff size, facilities etc.)
3. Geographic location
4. Funding sources (how much is earned revenue, how much is donated, how much is from government grants)?

Final Paper (30%)

The final paper should be up to 10 pages in length and will incorporate the information obtained in the first two papers. In addition, this paper will provide an analysis of the future of the organization being examined i.e.:

1. Does the organization have a strategic plan? How do they envision their own future?
2. What in your view are their main competitive advantages?
3. What are the key theories that the organization incorporates in their operations (Chapter 3)
4. What is their published stance on ethics?
5. How would you rate their financial health?
6. Do they have a robust web presence?

All research must use citations in the body of the paper and a reference page must be provided at the end. An outline of paper formats will be provided by the instructor.

Presentation (20%)

Each team or individual will prepare and deliver an oral presentation of their final paper. The presentation will describe the organization; provide a brief history and address the key points arrive at through your research. PowerPoint presentations are preferable. Each team member must participate in the creation and presentation of your work.

Some General Instructions

Availability:

I am available at the School of Business and Nonprofit Management (5043 N. Spaulding, 2nd floor) - by appointment. You can also contact me by phone or email.

Assignments

All course papers will be assigned according to the schedule above. The final paper and presentation is based on a team approach to researching, writing and presenting as a team. The expectation is that each team member will participate fully in the process and keep agreements made with other team members.

Lectures

I will be using power point slides in most classes. These will be available to you on Blackboard approximately 48 hours ahead of class should you wish to have copies of them on which to take notes.

Students with Disabilities:

Students with a disability who believe that they may need accommodations in this class are encouraged to contact the program's office (Education: 773-244-5730; Business: 773-244-6270; Nursing: 773-244-5680; Community Development: 773-244-5774; Seminary: 773-244-6219; Music: 773-244-5625). 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>

Academic Honesty

In keeping with our Christian heritage and commitment, North Park University (NPU) and the SBNM 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:

- Plagiarism – the use of another’s work as one’s own without giving credit to the individual. This includes using materials from the Internet.
- Copying another’s answers on an examination.
- Deliberately allowing another to copy one’s answers or work.
- 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 Catalog (available at www.northpark.edu). In conclusion, it is North Park’s mission to prepare you 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

The graduate courses in the SBNM are all 7 weeks in length. Missing one class session is allowed without penalty as long as all readings and assignments are made up by the student within a reasonable time period (the following week). Failing to log into an online course site for an entire week is allowed, but a penalty may be applied at the instructor’s discretion. Missing a second class session is allowed only in unusual circumstances by prior arrangement with the instructor. Since this represents almost 25% of the engagement time for the course, the student runs the risk of receiving a significantly lower grade for the class. Faculty are encouraged to drop the course grade by a full letter grade in this situation. A student who misses three classes (or the equivalent for an online class) will automatically fail the course, unless the student drops

the course before the seventh week of class. Students who drop a course will be held responsible for tuition, based upon the current North Park University policy outlined in the University Catalog (www.northpark.edu).

Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the SBNM program office (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>.

Use of *APA Publication Manual*

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 Publication 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.***