



Introduction to Non-Profit Management – MGMT 304 Business Management Program

Course Outline

COURSE IMPLEMENTATION DATE: January 2010
OUTLINE EFFECTIVE DATE: September 2018
COURSE OUTLINE REVIEW DATE: April 2023

GENERAL COURSE DESCRIPTION:

This survey course is designed to introduce students to the areas of responsibility of managers of non-profit organizations and is intended to provide a broad overview of the management challenges of the non-profit sector. Topics include scope and function of the non-profit sector; an overview of financial management; human resources management; strategic planning; and marketing functions within the non-profit sector. Specific issues are emphasized, such as accountability, board selection, volunteer management and fundraising.

Program Information: This course can be used as an elective in Business Management and Administrative Studies.

Delivery: This course is delivered online.

COTR Credits: 3

Hours for this course: 45 hours

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
Total	45

Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
Total	

Course Outline Author or Contact:

Greg McCallum, MA, TCM

Signature

APPROVAL SIGNATURES:

Department Head
Erin Aasland Hall
E-mail: aaslandhall@cotr.bc.ca

Dean of Business and University Studies
Darrell Bethune
E-mail: bethune@cotr.bc.ca

Department Head Signature

Dean Signature

EDCO

Valid from: September 2018 – April 2023

Education Council Approval Date

COURSE PREREQUISITES AND TRANSFER CREDIT:

Prerequisites: A minimum grade of C- (55%) in ENGL 100 or equivalent.

Flexible Assessment (FA):

Credit can be awarded for this course through FA Yes No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

Transfer Credit: For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Students should also contact an academic advisor at the institution where they want transfer credit.

Prior Course Number: BUAD 302 ⇔⇔MGMT 304

Date changed: March 2010

Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following resources were in use:

All readings are available online

Please see the instructor's syllabus or check COTR's online text calculator

<http://go.cotr.bc.ca/tuition/tCalc.asp> for a complete list of the currently required textbooks.

LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to

- explain the existence of the third sector according to an ideal or assumed set of facts or principles;
- demonstrate an understanding of the non-profit sector;
- identify the challenges and main management issues of the non-profit sector;
- Explain the principles of leadership and strategic management in a mission-based organization;
- identify the roles and responsibilities of the board;
- recognize the role of each management function (marketing, human resource, finance) in effectively managing a non-profit organization;
- describe the main tools and methods used in non-profit marketing and fundraising;
- describe the main strategies to recruit, develop and supervise personnel in a non-profit environment;
- describe the main characteristics of financial management in a non-profit organization; and
- discuss the main tools to evaluate the performance of a non-profit organization.

This course should help students develop these skills

- use written and oral communication skills effectively, employing methods appropriate to message and context,
 - think clearly and critically, fusing experience, knowledge and reasoning into considered judgment,
 - identify, interpret and solve problems, effectively implementing and evaluating proposed strategies.
-

COURSE TOPICS:

- Non-Profit – The Purveyors of Common Decency
- Board Governance – The First Step in Non-Profit Management
- Strategic management for Non-Profit – Management for the Better
- Financial Management in the Non-Profit Sector
- Strategic Management of Human Resources – People are the Best Resources
- Fundraising and Resource Development
- Marketing and Public Relations – Putting your Best Foot Forward
- Program Evaluation for the Non-Profit Sector: Measuring Up to the Challenge of Change
- Leading and Managing in the Non-Profit Sector
- Volunteer Management: Treating your Volunteers as a Valuable Resource

See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.

EVALUATION AND ASSESSMENT (Online delivery):

Assignments	% Of Total Grade
Final Project	25%
Case Analysis Report(s)	15%
Class Participation and Discussion	10%
Assignment(s)	30%
Final Exam	<u>20%</u>
Total	100%

Please see the instructor's Syllabus for specific classroom policies related to this course, such as breakdown of evaluation, penalties for late assignments and the use of electronic aids.

EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

ACADEMIC POLICIES:

See www.cotr.bc.ca/policies for general college policies related to course activities, including grade appeals, cheating and plagiarism.

COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.