

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 409
NON-PROFIT MANAGEMENT

COURSE DESCRIPTION

Management principles and techniques for the administration of a non-profit organization, including churches, charities, hospitals, and government organizations. (Open to students in the Distance Learning Program only.)

RATIONALE

While other courses in the Bachelor of Business Administration degree focus primarily on management practices in the for-profit sector, this course is designed to focus on management practices essential to developing, maintaining, and evaluating the nonprofit organization.

I. PREREQUISITES

There are no prerequisites for this course.

II. REQUIRED RESOURCE PURCHASES

Click on the following link to view the required resources for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Internet access (broadband recommended)
- B. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES

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

- 1. Build the foundation for a nonprofit organization.
 - 1.1 Establish the organization's direction.
 - 1.2 Maximize board and staff effectiveness.
 - 1.3 Create a marketing orientation in the nonprofit organization.
- 2. Pursue the mission for a nonprofit organization.
 - 2.1 Develop profitable activities for the professional and trade association.
 - 2.2 Discuss how to raise money to serve the organization's cause
 - 2.3 Determine ideas for needed educational programs.
 - 2.4 Design meeting management.

- 2.5. Analyze public relations tools
- 2.6. Evaluate methods for gaining political support
- 2.7. Assess international activities.
- 3. Manage the nonprofit organization.
 - 3.1 Differentiate the information technology tools for nonprofit functions.
 - 3.2 Discuss financial management for nonprofit organizations.
 - 3.3 Prepare human resource management policies for the firm.
 - 3.4 Compare and contrast legal requirements for nonprofit organizations.
 - 3.5 Select consultants.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations/notes
- B. Discussion Board forums thread and replies (4)

There will be a Discussion Board Activity posted for each Module/Week in this course. Each student will be required to write a written report of at least 150 words, complete with page references and specifics, to document the response. This is due by Monday of the assigned module and is worth 80 points.

Additionally, each student will be required to post a substantive written response consisting of at least 100 words to at least two other student's DB postings. This is due by Monday of the following module and is worth 40 points. Additional requirements are available within each Module/Week's Discussion Board Forum.

- C. Group Research Project

Each student will collaborate with his/her assigned group to complete an 8-10 page research paper utilizing at least 10 sources. Complete instructions for the paper may be found in Course Content>Syllabus and Assignment Instructions>Assignment Instructions and also under Module 1>Assignments. Late projects will not be accepted.

- D. Exams (2)

Two tests will be required in this course: a MIDTERM (covering Chapters 1–8) and a FINAL (Chapters 9–15). The tests are online, open-book, and comprised of true-false questions. You will have one hour to complete each exam, as it must be completed in one sitting.

VI. COURSE GRADING AND POLICIES**A. Points**

DB forum threads (4 at 80 pts ea)		320
DB forum replies (4 at 40 pts ea)		160
Group Research Project		220
Midterm Exam	(Modules 1–2)	150
Final Exam	(Modules 3–4)	150
	Total	1000

B. Scale

A = 900–1000 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations.

COURSE SCHEDULE

BUSI 409

Textbook: Wilbur, *The Complete Guide to Non-profit Management* (2000).

WEEK/ MODULE	READING & STUDY	ASSIGNMENTS	POINTS
1	Wilbur: chs. 1-4 4 presentations	Course Requirements Checklist	0
		Class Introductions	0
		DB Forum 1 Thread	80
2	None	DB Forum 1 Replies	40
		Submit GRP Topic	0
3	Wilbur: chs. 5-8 4 presentations	DB Forum 2 Thread	80
4	None	DB Forum 2 Replies	40
		Midterm Exam	150
5	Wilbur: chs. 9-12 4 presentations	DB Forum 3 Thread	80
6	None	DB Forum 3 Replies	40
7	Wilbur: chs. 13-15 3 presentations	DB Forum 4 Thread	80
8	None	DB Forum 4 Replies	40
		GRP	220
		Final Exam	150
TOTAL			1000

DB = Discussion Board GRP = Group Research Project

NOTE: Each course week (except week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.