

Washtenaw Community College Comprehensive Report

BMG 231 Nonprofit Management Effective Term: Fall 2020

Course Cover

Division: Business and Computer Technologies

Department: Business

Discipline: Business Management

Course Number: 231

Org Number: 13200

Full Course Title: Nonprofit Management

Transcript Title: Nonprofit Management

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: New Course

Change Information:

Rationale: The course concept is based on business students' expressed interest in the subject and a review of undergraduate nonprofit-management programs. We wish to build a nonprofit-management certificate to stay competitive with sister colleges, like Schoolcraft, that offer nonprofit programs so Washtenaw students may take classes closer to home. Many undergraduate business programs, including EMU, offer nonprofit-management certificates and degrees. In late 2019, EMU agreed to accept WCC's nonprofit course as an elective transfer into EMU's public-administration degree program. Students enrolled in this semester's pilot class have diverse motivations for taking it. The class is comprised of a WCC social-work student, a liberal-arts student, some business students, and an aspiring nonprofit director who drives from Oakland County because Oakland C.C. does not offer a similar class. According to nonprofit sector statistics, more than 1.5 million nonprofits were registered in 2015, which was a 10 percent increase in 10 years. About 25 percent of U.S. adults volunteered in 2017, a slight increase from 2016.

Proposed Start Semester: Fall 2020

Course Description: In this course, students will focus on the basics of nonprofit management. They will learn about the role of nonprofits in society, 501(c)(3) application and legal compliance, board governance, and nonprofit leadership and management. Students will develop nonprofit management skills.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 Student: 45

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 45 Student: 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

General Education

Request Course Transfer

Proposed For:

Central Michigan University
College for Creative Studies
Eastern Michigan University
Ferris State University
Grand Valley State University
Kendall School of Design (Ferris)
Lawrence Tech
Michigan State University
Oakland University
University of Detroit - Mercy
University of Michigan
Wayne State University
Western Michigan University
Other :

Student Learning Outcomes

1. Differentiate characteristics of the nonprofit sector compared to the public and private sectors.

Assessment 1

Assessment Tool: Multiple-choice exam
Assessment Date: Fall 2023
Assessment Cycle: Every Three Years
Course section(s)/other population: All sections
Number students to be assessed: All students
How the assessment will be scored: Answer key
Standard of success to be used for this assessment: 70% of students will score 70% or higher
Who will score and analyze the data: Business department faculty

2. Identify the skill set necessary to successfully manage a nonprofit.

Assessment 1

Assessment Tool: Multiple-choice exam
Assessment Date: Fall 2023
Assessment Cycle: Every Three Years
Course section(s)/other population: All sections
Number students to be assessed: All students
How the assessment will be scored: Answer key
Standard of success to be used for this assessment: 70% of students will score 70% or higher
Who will score and analyze the data: Business department faculty

3. Create a business plan with the standard components of a nonprofit business.

Assessment 1

Assessment Tool: Class project
Assessment Date: Fall 2023
Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Scored by rubric developed by department faculty

Standard of success to be used for this assessment: 70% of students will score a 70% or higher

Who will score and analyze the data: Business department faculty

Course Objectives

1. Define various terms used to identify the nonprofit sector.
2. Explain new organizational forms and the concept of the fourth sector.
3. Describe key differences between management in the nonprofit sector and management in other sectors.
4. Explain a nonprofit board's legal and functional responsibilities.
5. Describe various approaches to measuring nonprofit organizational performance.
6. Explain financial statements developed by nonprofit organizations and the role of audits.
7. Summarize the primary motivations of corporate, foundation, and individual donors.
8. Analyze ease of entry, market size, and other competitive factors related to a nonprofit's viability.
9. Outline the key considerations in developing a nonprofit's mission, vision, and values.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level I classroom
Computer workstations/lab

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Douglas Waters</i>	<i>Faculty Preparer</i>	<i>Feb 06, 2020</i>
Department Chair/Area Director: <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Feb 06, 2020</i>
Dean: <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Feb 07, 2020</i>
Curriculum Committee Chair: <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Mar 04, 2020</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Mar 06, 2020</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Conditional Approval</i>	<i>Mar 06, 2020</i>