Summer 2006

PUBA 630 - Nonprofit Management: The Fundamentals

T R 6:00 pm – 9:15 pm, Saunders Hall 637

Instructor: **Muthusami Kumaran Ph.D.,**
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Syllabus

Course Description:

This is an introductory course designed to provide basic understanding on management issues relating to nonprofit organizations, which are the fastest growing part of the public sector. The course is intended for students who would like to explore career opportunities in the nonprofit sector and for those who have a long-term goal to develop a new nonprofit organization. The purpose of this course is to provide the student with a good understanding on the fundamental aspects of managing a nonprofit organization. The course will cover five broad areas: an overview of the nonprofit sector; the mission of nonprofit organizations in a mixed economy; the range of organizational forms taken by nonprofits; resource development; and the principle management functions.

The course will focus on developing a working knowledge on organizational structure and management, role of boards, strategic planning, financial management, leadership and networking, public relations and marketing, human resources, fund raising, volunteer management, and grant writing. Particular emphasis will be placed on strategies to reach-out to the communities.

The course will utilize lectures, class discussions and guest speakers with emphasis on student participation.

Course requirement:

Students are required to complete two assignments. The first assignment will be an oral presentation in the class on Thursday, June 16 and Tuesday, June 21. This 15 minutes presentation can either be (1) a critique on one or more aspects of the management of a nonprofit organization in the state of Hawaii or (2) a presentation on a management issue (past or present) faced by an existing nonprofit organization and how that issue relates to the topics covered in the course.

The second (written) assignment will be a development plan paper (12 – 15 pages). This paper will be an actual plan (similar to a business plan) to develop a nonprofit

organization. This paper will be due on the last session (June 30) of the course. Class attendance and participation will count for 10% of your final grade. Class presentation will account for 30% of the grade and the final development plan paper will be worth 60% of your grade.

Readings:

<u>Required Texts:</u>

Wolf, Thomas. 1999. *Managing A Nonprofit Organization in the Twenty-first Century*. New York: Simon Schulster.

Ott, Steven (ed.). 2001. *Understanding Nonprofit Organizations: Governance, Leadership and Management*. Boulder, CO: Westview Press.

(Both books are available at the PUBA office, Saunders 631. Write your checks to "Modern Times" for $59).

Schedule:

Session 1	

Introduction
Purpose of the course
Nonprofit Organizations: The past, the present and the future

Session 2	

Developing Nonprofit Organizations & the Board

Readings:
  Wolf: chapter 2
  Ott: part I

Session 3	

Legal Aspects of Nonprofit Management

Readings:
  Ott: part II

Session 4	

Strategic Planning

Readings:
>	Wolf: chapter 9
>	Ott: part IV

Session 5	

Organizational Management (managing growth & change)

Readings:
>	Wolf: chapter 4

Session 6	

Financial Management

Readings:
>	Wolf: chapter 6
>	Ott: part VIII

Session 7	

Human Resources and Volunteer Management

Readings:
>	Wolf: chapter 3
>	Ott: part IX

Session 8	

Public Relations and Marketing
Class Presentations

Readings:
>	Wolf: chapter 5
>	Ott: part VI

Session 9	

Nonprofits and Community Development
Class Presentations

Readings:
>	Handout

Session 10	

Evaluation and Accountability

Readings:
      Wolf: chapter 7
      Ott: part X

Session 11	

Leadership and Networking

Readings:
      Wolf: chapter 10
      Ott: part III

Session 12	

Grant Writing for Nonprofit Organizations
Paper due