I. COURSE DESCRIPTION
The nonprofit sector in the United States contains well over a million organizations and is growing rapidly. An estimated 10% of the American workforce is employed in the nonprofit sector, and one in four individuals in the U.S. is a volunteer. Some students in this course intend to pursue a professional career in nonprofit management. But all of us – whether as business or arts industry managers, public managers, board members, volunteers, or service recipients – will interact with the nonprofit sector throughout our lifetimes.

This survey course provides you with an overview of nonprofit operations. It covers management practices that apply to all public and private organizations (marketing, strategic planning, inter-organizational relations, human resources, ethics, and financial management) and practices unique to nonprofits (such as boards and governance, volunteer management, legal responsibilities, and fundraising).

The course provides students with an overview of specific management practices including governance and leadership, planning, nonprofit finances, marketing, financial resource development, and staff and volunteer management relations. It also addresses key social issues that affect the operation of a nonprofit organization, such as commercialism, collaboration, accountability, government relations, and the internationalization of the sector. The course uses a combination of readings, lectures, and experiential learning to give students daily opportunities to test the textbook material in the real world.

II. COURSE OBJECTIVES
Upon successful completion of this course, students can expect to be able to:
• Describe the various elements of nonprofit management and the role they play for a nonprofit organization to fulfill its social mission
• Apply management principles to an actual project at a nonprofit organization, including developing the processes to form and govern a nonprofit organization.
• Recognize the nonprofit management practices in an existing organization and evaluate those practices for possible strengths and weaknesses
• Identify the major management issues and standards currently facing nonprofit organizations