

# **Principles of Nonprofit Leadership and Management (20:834:570:90) [3 credits]**

## **Course Description**

This course is designed to provide you with a better understanding of nonprofits and the distinct leadership and management challenges often faced by those in executive roles in nonprofit organizations. While some of you may already possess professional experience in the nonprofit sector, this course aims to be invaluable to everyone, regardless of prior exposure. The insights and concepts gained here are universally applicable, given that we will all engage with the nonprofit sector in various capacities throughout our lives – be it as public managers, board members, volunteers, or recipients of services. Throughout the course, we will rely on the use of online discussions, case studies, and writing assignments to explore and illustrate abstract principles and ideas. The course draws from a diverse range of disciplinary perspectives in its readings, offering a comprehensive overview of the essential skills needed to lead and manage nonprofit organizations effectively in contemporary society.

## **Learning Objectives**

After completing this course, students will be able to:

- Fully understand the size, structure, scope, and importance of the nonprofit sector in the US;
- Possess in-depth knowledge of various scholarly theories used to explain the existence of the nonprofit sector in the US;
- Be able to assess and provide recommendations for addressing unique leadership and management issues that arise in nonprofit organizations;
- Be able to critically analyze complex case situations and suggest plausible solutions (backed by evidence and sound logic);
- Demonstrate an ability to synthesize wide-ranging information;
- Be capable of applying relevant information to analyze nonprofit operations, and make a cogent, coherent, and well-structured presentation regarding their work.

## **Requirements**

Requirements will vary by instructor and may include:

- Assigned weekly readings from the textbook or other sources.
- Case studies and discussions of nonprofit leadership and management.
- Quizzes and exams covering material in the course text as well in the lectures.
- A final paper or project where students (in groups) research a 501(c)(3) nonprofit; and from an analysis of organizational operations provide a detailed presentation as to why this organization is equipped to address a specific social issue that the has group identified.

## **Schedule / Outline of Topics**

- Week 1: Course overview and introduction
- Week 2: History, scope, and theories of the nonprofit sector
- Week 3: Organizational founding and structure
- Week 4: Incorporation and governance
- Week 5: Marketing and communication
- Week 6: Managing human resources
- Week 7: Midterm exam
- Week 8: Nonprofit financial management

*This is a sample syllabus. Students should always obtain syllabi for their current courses from their professors.  
(v.12/15/23)*

- Week 9: Fundraising and resource development
- Week 10: Strategy and planning in nonprofit organizations
- Week 11: Leadership and management
- Week 12: Ethics in the nonprofit sector
- Week 13: Diversity in nonprofit organizations
- Week 14: Final project (presentations)

### **Texts / Materials / Resources**

The selection of textbooks and readings will vary by instructor. Listed below are some of the possible textbooks, materials, and resources an instructor may select for this course:

- Congress, E. P., Luks, A., & Petit, F. (2016). *Nonprofit Management a Social Justice Approach*. Springer Publishing.
- Worth, M. J. (2020). *Nonprofit Management: Principles and Practice*. Sage Publishing.
- Rodriguez Heyman, D., & Brenner, L. (2019 ). *Nonprofit Management 101: A Complete and Practical Guide for Leaders and Managers*. Wiley Publishing.