



Management 5093 Business and Nonprofit Organizations Spring 2018

Instructors:

Dr. Scott Johnson, Associate Professor of Management
Dr. Julie Bubolz-Tikalsky (Dr. Tikalsky), Lecturer in Management

Contact Information:

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Office Hours: Monday 3:00-5:00 and by appointment

Course Site: (Brightspace by D2L): <http://online.okstate.edu> or <http://my.okstate.edu>

Online Learning Support: spearsonline@okstate.edu

Phone: 405-744-4048

Facebook: <https://www.facebook.com/SpearsOnline/>

Course Prerequisites

Graduate status as Oklahoma State or the permission of the instructor. This course along with MGMT 5163 (Fundraising for Nonprofits) are required for the Nonprofit Management Graduate Certificate and the Nonprofit Management specialization in the MBA program.

Computer Requirements

- A broadband internet connection
- Windows 7 or Mac OS Mavericks or newer operating system are preferred
- Google Chrome or Mozilla Firefox web browser
Note: lecture videos are not compatible with Internet Explorer or Edge
- [VLC Viewer](#) video player (click on link to download)

Course Overview & Policies

A growing number of executives in nonprofits are recognizing the need to incorporate contemporary management skills into their organization and connect their organizations to related business. At the same time, many business executives interact with the nonprofit sector in their business operations or in their service as a board member for a nonprofit organization. This course will highlight management practices that can be applied across lines in both nonprofit organization and for-profit businesses. This course will focus on the strategy, governance, management and leadership of nonprofit organizations and explore how this sector fits into the business landscape.

Course Goals & Objectives

In this class students will learn about the different types of nonprofit organizations, the distinct roles of top management and board members, how nonprofits can effectively monitor their performance and how nonprofits can secure the resources necessary to achieve their mission. This course is an important step in helping students prepare for a career in working for or interacting with nonprofit organizations.



All students who successfully complete this course will:

Course Objectives	Program Learning Goals
1. Explain the role of the nonprofit sector in a market economy; Evaluate decisions relative to a mission statement.	Ethical Decision Making
2. Describe the strengths and weaknesses of a nonprofit organization based on reading a case-study.	Written Communication Skills
3. Distinguish between different types of nonprofit organizations; Formulate a plan for a nonprofit facing a critical decision.	Critical Thinking
4. Work with teammates to prepare reports and present recommendations.	Teamwork and Leadership

Texts and Supplementary Materials

Required Texts

Worth, Michael J. (2017). Nonprofit Management: Principles and Practice (4th ed.). Los Angeles, CA: Sage Publications.

Harvard online case studies: <http://cb.hbsp.harvard.edu/cbmp/access/72932142>

Attendance Policy

Participation is expected throughout the semester. Students who have not completed the “Proof of Enrollment” assignment in Brightspace by the end of the first week of class the course will be reported as not having attended class. The instructor will then recommend that the student to drop the course.

Instructor Response Policy

The instructor(s) will make every attempt to abide by the following guidelines: a) to respond to student inquiries within 24 hours during Monday-Friday business hours; and b) to post grades for assignments in the D2L Gradebook within 10 days of the student turning in the assignment.

Grading Policy

The grading scale for this class is as follows:

Video Assignment	100
Create Your Own Nonprofit	100
Case Assignments (4 x 100)	400
Unit Quizzes (4 x 50)	200
Group Peer Evaluation	50
Final	150
Total Points	1000

Letter grades will be assigned according to the standard scale.

900-1000 pts. = A

800-899 pts. = B

700-799 pts. = C



600-699 pts. = D
Below 600pts = F

Make-up Policy

Students are expected to take each quiz or exam on the date given and submit each assignment in a timely manner. If for any reason a student cannot attend an exam or submit an assignment, he or she must notify the instructor prior to the examination.

Description of Course Requirements and Grading Rubric

NOTE: Proof of enrollment and participation in the course requires the student to post a 60 second video self-introduction to the Class Discussion section of the class website.

Assignments

Video Assignment

Each student will prepare a presentation in which they describe a nonprofit organization in a video between 5 and 8 minutes in length. The presentation must include the following information:

1. A brief overview of the nonprofit subsector to which this organization belongs
2. Name, history, mission, and vision of the organization
3. Major functions and services of the organization
4. Structure of the staff and board of the organization (including any major volunteer functions)
5. An overview of the annual income and expenses of the organization including the most important categories of income and the largest categories of expenses
6. Something unique about this organization and why you are drawn to its work.

There are many ways to create this video. The two most popular methods are to present in front of a friend holding a phone or to use the voice recording feature of PowerPoint. When you have completed the video, you may upload the file to the dropbox or you may simply post a link if the video is available online. In the week after posting the video, each student will watch four videos created by classmates and write a 100-word summary of each of these videos. This assignment is worth 100 points. The video is worth 80 points and the four summaries are worth a total of 20 points. This is an individual assignment.

Create Your Own Nonprofit Organization

Each student should create a 5-page description of a nonprofit organization that he or she would like to establish. The report should include the following information:

1. Give your organization a good name that is memorable and gives an idea of what it will do. (Check availability of name through your state. In Oklahoma go to www.sos.gov.ok/charity).
2. Write a description of the organization and include: a) the purpose of the organization; b) the type of work it will do including brief description of at least 2 programs it will conduct; c) the reason you want to establish *this* organization; d) the category of the organization in the ten categories in the most current National Taxonomy of Exempt Entities **and** according to the National Center on Charitable Statistics <http://nccs.urban.org/classification/NPC.cfm>.



3. Explain the guiding principles of the organization including: a) mission statement; b) vision statement; and c) core values.
 4. Describe the structure for both the Board of Directors (at least 7 people) and the paid staff (at least 3 people). Include the types of people you want on the board based on skills and attributes needed to conduct the work of and govern your organization. Include major committees needed on the board and explain how staff will interact with the board. Include the title and a brief job description of each staff position.
 5. Create a rough income and expense budget.
- This is an individual assignment worth 100 points.

Case Assignments

One of my favorite activities in a face-to-face class is a case discussion. This is a hard thing to recreate in an online class but I try because I think cases are the best way to see how the class material applies to real situations. I assign four cases in this class. For each case, first watch the introduction video, then take the case quiz and then work with your group to prepare a case write-up. For each case a set of questions will be posted that you must answer in your write-up. I encourage you to keep your case write-up to under 1500 words (not including any tables or appendices you may want to include). The individual quiz is worth 20 points and the group case write-up is worth 80 points for a total of 100 points. There are four cases this semester.

Peer Evaluation for Group Projects

Performance evaluation is an important facet of a manager's job. This evaluation will be written as a professional memorandum as if the instructor is your supervisor. The student will write a fair and accurate evaluation of each group member including him or herself. I will grade each student's participation based on these peer evaluations. Group participation is worth 50 points

Quizzes and Final Exam

Each student will take 4 unit quizzes. The quiz content will largely be based on video lectures and readings for the most recent unit. The online quizzes include multiple-choice and short essay questions. Each *unit quiz* will be worth 50 points for a total of 200 points. The final exam is cumulative and will be in the same format as the quizzes. The essay questions will be based on the 4 case studies. The final exam will be worth 150 points. I do not require a proctor for the quizzes of the final. You may use your book, notes and cases during the exam. However, I ask you to confirm that you will not receive any outside assistance on these tests. I also request that you not talk about the content of the tests to anyone else.

University Policy

Drop Policy

Information about university drop policy and dates is at this website:

<http://registrar.okstate.edu/>

To drop this course, contact the Registrar's office, (405) 744-6876, or drop through Banner Self Service, <http://my.okstate.edu>

Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be



maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, <http://academicintegrity.okstate.edu/>.

Accessibility

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: <http://sds.okstate.edu>.

Syllabus Attachment

For more student resources, go to: <https://academicaffairs.okstate.edu/content/resources-students>

I would like to emphasize that OSU takes academic integrity very seriously. The fact that this course is delivered online creates additional opportunities to cheat, copy or receive unfair assistance. I have high expectations about the behavior of students in this class and I know that you and your employers also have high standards. I will follow up on any suspicions of inappropriate conduct and work to punish anyone who violates the standards of the University.



MGMT 5093—Course Schedule—Spring 2018

Week	Topic	Reading	Assignment
UNIT 1			
15-Jan	Nonprofit Management as a Profession and Field of Study Overview of the Nonprofit Sector	<i>Worth</i> , Chapter 1 <i>Worth</i> , Chapter 2	Post self-introduction to Discussion Board
22-Jan	Theories of the Nonprofit Sector and Nonprofit Organizations Differences & Challenges in Different Nonprofit Sectors	<i>Worth</i> , Chapter 3 <i>Salamon</i> , Chapter 1	Unit 1 Quiz
29-Jan			Video Assignment
UNIT 2			
5-Feb	Nonprofit Governing Boards Mission and Vision	<i>Worth</i> , Chapter 4 “Will to Live”	“Will to Live” Quiz Group Preference Quiz
12-Feb	Executive Leadership in Nonprofits	<i>Worth</i> , Chapter 5	“Will to Live” Write-Up
19-Feb	Ensuring Accountability and Measuring Performance	<i>Worth</i> , Chapter 6	Unit 2 Quiz
UNIT 3			
26-Feb	Developing Strategy and Building Capacity	<i>Worth</i> , Chapter 7 “Watson Children’s Shelter”	“Watson Children’s Shelter” Quiz
5-Mar	Collaborations, Partnerships and Mergers	<i>Worth</i> , Chapter 8	“Watson Children’s Shelter” Write-Up
12-Mar	Staff and Volunteer Personnel Management	<i>Worth</i> , Chapter 9	
19-Mar	<i>---Spring Break---</i>	<i>---Spring Break---</i>	<i>---Spring Break---</i>
26-Mar	Financial Management	<i>Worth</i> , Chapter 12	Create Your Own Nonprofit Unit 3 Quiz
UNIT 4			
2-Apr	Fundraising and Development	<i>Worth</i> , Chapters 13 “Health Care Center for the Homeless”	“Health Care Center...” Quiz
9-Apr	Earned Income Strategies Government Grants and Contracts	<i>Worth</i> , Chapters 14 and 15	“Health Care Center...” Write-Up
16-Apr	Marketing and Communications Outreach, Advocacy and Lobbying	<i>Worth</i> , Chapter 10 and 11 “Fair Trade USA”	“Fair Trade USA” Quiz
23-Apr	International Nonprofits	<i>Worth</i> , Chapter 16	“Fair Trade USA” Write-Up
30-Apr			Unit 4 Quiz Peer Evaluation
7-May	FINAL		Take Final Before FRIDAY, MAY 11

Each week starts on a Monday and the assignments are due by 11:59pm on the following Sunday, **except the final is due on Friday.**