



# EASTERN UNIVERSITY

## MS IN NONPROFIT MANAGEMENT

### CONTENT AND PURPOSE

- Developed in response to the needs of today's nonprofit sector
- Expands present and future nonprofit leaders analytical and problem-solving skills
- Designed to help graduates:
  1. Increase their organizations' efficiency and effectiveness
  2. Increase the knowledge and skills of individuals who work for peace, justice and the improved economic well-being of all people

### TEACHING METHODS AND MATERIALS

- Curriculum is designed to help students develop effective management tools.
- Includes in-class discussions, relationship building between instructors and students, and independent research and project development.
- Accelerated format recognizes students' seriousness, dedication, and need to finish within a specific time frame.
- Graduate will gain improved capabilities in:
  1. Fundraising
  2. Management of staff and volunteers
  3. Financial management and budgeting
  4. Legal mandates
  5. Strategic planning
  6. Public relations and marketing

### PROGRAM DESIGN

- Those best suited are individuals with:
  1. Experience in the nonprofit sector
  2. Supervisory and/or leadership responsibilities
  3. A passion to serve in their communities
- Ten weekend residencies over approximately 22 months at a convenient location.
- Students are considered full time and eligible for federally guaranteed student loans.
- Small classes stay together throughout the program.

### FIVE CONTEMPORARY THEMES

1. **GLOBAL OUTLOOK** – An informed international perspective helps managers understand and work with people from other cultures.
2. **TEAM BUILDING** – In the current business world, managers must be ready to share ideas and empower their staffs. Their skill at working with a diverse team determines their ability to produce quality and innovation.
3. **EFFECTIVE COMMUNICATION** – Successful managers know how to communicate their ideas succinctly, enthusiastically, and diplomatically.
4. **ENVIRONMENTAL CONCERNS** – Businesses must be sensitive to the environmental realities and public policies which often affect their decisions.
5. **ETHICAL CONSIDERATIONS** – The long-term success of any business rests with the integrity of its leaders and the values which influence their decision making.

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**BUSA 651 ISSUES IN THE NONPROFIT SECTOR****(Credits 3)**

A study of the importance and complexities of board governance in the nonprofit sector. The issues, trends and challenges to governance and their implications are assessed. The course includes the hallmarks of nonprofit excellence, the roles and responsibilities of volunteers and staff, the policy and decision-making process, ethics and ethical decision-making, board recruitment and development, and a current issue facing the nonprofit sector.

**BUSA 645 STRATEGIC MANAGEMENT OF NONPROFIT ORGANIZATIONS (3 Credits)**

A study of the organizations, operations, planning, and analysis of managing in the nonprofit environment. Analysis is based on lectures, guest speakers, textbook information, and on-site student observations.

**BUSA 571 LEGAL AND GOVERNMENT ISSUES AFFECTING NONPROFIT ORGANIZATIONS (3 Credits)**

Explores the basic principles of business law such as contracts, liability, and labor law; taxation and the tax exemption process and related reporting requirements; and incorporation and by-laws. Examines the role of government, particularly in cooperation with nonprofit organizations.

**BUSA 655 ROLE OF NONPROFIT ORGANIZATIONS IN PUBLIC POLICY (3 Credits)**

Examines the relationship between nonprofits and state, local, and federal governments, and the influence on public policy by nonprofits. Since nonprofit organizations often serve as government “contractors” for public policy implementation, this course develops practical skills in researching government funding opportunities and writing proposals.

**LEAD 576 APPLIED RESEARCH & EVALUATION (Credits 3)**

This course is an introduction to applied research and evaluation. The learning objectives are to expose students to both quantitative and qualitative research and evaluation methods for use in Nonprofit and Non-Government Organizations. Applied research is presented as a systematic inquiry designed to provide information to decision makers and/or groups concerned with particular human and societal problems. Christian perspective on the purpose and practice of research is of special interest.

**BUSA 531 MARKETING AND PUBLIC RELATIONS FOR NONPROFIT ORGANIZATIONS (3 Credits)**

Focuses on marketing the services of the nonprofit organization to its intended constituency, making the purpose or mission known to the greater community, and using both paid and free media as tools in these endeavors.

**CURRICULUM****INST 500 PHILANTHROPY (3 Credits)**

A broad exposure to the concept of charity, with emphasis on answering “why.” Students study the history, culture, and evolution of philanthropy in the Western world, various religions’ reasons and justifications for charity, and the seemingly inherent psychological human need to be of benefit to others in society.

**BUSA 603 FUNDRAISING FOR NONPROFIT ORGANIZATIONS (3 Credits)**

Investigation of how to design, implement, and follow up on various methods of fundraising, including foundation proposals, phonathons/telethons, direct solicitation, membership drives, and profit-making ventures in nonprofit organizations.

**BUSA 541 HUMAN RESOURCES MANAGEMENT FOR NONPROFIT ORGANIZATIONS (3 Credits)**

Provides an understanding of how various management concepts can be applied to both paid and volunteer staff, and the hands-on activities involved in managing human resource departments with an emphasis on motivation, leadership, conflict resolution, and change management. The functional activities include recruitment and selection, compensation and benefits, and performance.

**BUSA 517 NONPROFIT FINANCIAL MANAGEMENT AND CONTROL (3 Credits)**

Designed to provide the skills and knowledge necessary to understand financial statements and information, to make financial decisions, to design and institute improvements in management control, to determine and work with ethical uncertainties, and to develop and manage the budgeting process. Fund accounting is explained as a building block for nonprofit financial reporting. Issues faced by the chief executive of smaller organizations such as unemployment compensation, workers compensation, and self-insurance are covered.

**CAPSTONE COURSE (3 Credits)**

The Nonprofit Capstone Course is designed to help students integrate knowledge, skills and experiential learning from all other courses in the program. In particular, this course will consist of a combination of interactive and independent learning experiences designed to facilitate mastery of the issues, methods and skills required in professional management of non-profits. Students will participate in interactive cases and simulations during Executive Seminar Lectures and Workshops. Further, each student will develop an original project through which he or she will demonstrate mastery by applying knowledge, current practices and techniques; utilizing appropriate professional attitudes and values; and employing effective communication skills required in non-profit organizations.