

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: BUS 168 **Credits:** 3

Course Title: Leading and Managing a Nonprofit Organization

Course Description:

Provides an overview of the management skills required by leaders of nonprofit organizations as well as the purpose of the organization and its place in society. Discusses the challenges leaders and managers face in increasing nonprofit organizational effectiveness.
Lecture 3 hours. Total 3 hours per week.

General Course Purpose:

The purpose of the course is to significantly improve students' management and leadership skills, which can be used to successfully interrelate with staff, board members, volunteers, and donors in a nonprofit setting.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Identify the unique role, leadership skills and management issues of the nonprofit sector.
- b. Demonstrate the relationships, mutual dependencies, and unique differences between the nonprofit sector and the for profit and government worlds.
- c. Identify the unique governance and leadership issues of volunteer and executive leaders.
- d. Analyze the criticality of mission, vision and strategic planning in the nonprofit sector.
- e. Discuss the role of public policy and advocacy in nonprofits.
- f. Describe the unique and demanding ethical and accountability responsibilities of the nonprofit sector.

Major Topics to Be Included:

- a. The Nonprofit Industry
- b. Governance
- c. Transparency & Accountability
- d. Financial Management
- e. Fundraising
- f. Volunteer Management
- g. Strategic Alliances
- h. Planning
- i. Leadership and Culture
- j. Sustainability
- k. Evaluation
- l. Human Resources
- m. Civic Engagement and Public Policy

Effective Date/Updated: June 25, 2024