

Introduction to Nonprofit Management
Department of Public and International Affairs
PLS 360, Section 001 – Fall 2018
TR: 12:30-1:45pm; Leutze Hall 110

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Course Overview

The nonprofit sector is a growing part of the social, political, and economic landscape of the United States. This course seeks to provide a broad overview of this sector by examining:

- The origin, composition, and role of nonprofit organizations in American society
- The relationship between the nonprofit, for-profit, and government sectors
- The characteristics of the major nonprofit sub-sectors
- Legal and regulatory issues affecting the nonprofit sector
- Key leadership functions of nonprofit organizations
- The issues of ethics, accountability, and diversity in nonprofits

Course Objectives

Upon completion of this course students will have an understanding of:

- The size, scope, and dimensions of the nonprofit sector in the United States
- Nonprofit contributions to the political process, the creation of social capital, and the process of governance in society
- How nonprofits are organized and the ways they seek to accomplish their goals
- The importance of mission to the management of nonprofit organizations
- Fundraising strategies and the importance of revenue generation to nonprofits
- The concepts of social justice and equality
- The role of diversity in the governance of nonprofit organizations
- The importance of public trust and organizational responsibility

Student Learning Outcomes

- This course will include a service-learning component designed to enhance students' learning through nonprofit service experience. These volunteer experiences will provide students the opportunity to apply "content knowledge and skills to real-world" scenarios and build relationships with nonprofit leaders in the community.
- Class readings, lectures, discussions, and assignments are structured to facilitate the immediate application of conceptual elements to the student's volunteer experience.
- Moving beyond the theory of nonprofits and the shelter of our institution's walls,

students will experience nonprofit work and apply knowledge, while establishing relationships that may lead to future internships or employment opportunities.

Text & Readings

Grobman, Gary M. (2015). *An Introduction to the Nonprofit Sector: A Practical Approach for the 21st Century* (4th Edition). Harrisburg, PA: White Hat Communications.

Additional readings will be handed out in class or on Blackboard. All readings are required and the instructor reserves the right to administer pop-quizzes on any assigned reading.

Course Requirements

Exams: There will be three exams during the semester. All exams will be administered in the classroom and must be finished during the allotted time. If there are any conflicts with taking the exam at the appointed time, it is the student's responsibility to contact the instructor before the exam. No make-up exam will be granted unless the student emails the instructor prior to the scheduled exam time, regardless the reason, and there must be documentation.

Short Writing Assignment: There will be one short writing assignment, to be turned in at the beginning of the class period on the assigned due date as listed in the semester schedule.

Service-Learning Projects: Students are required to participate in two service-learning projects (one individually and one as a member of a group) during the semester. Students must volunteer 5 hours with a local charity for the individual project and volunteer another 5 hours with a local charity for the group project. Participation is mandatory. Students are responsible for their own transportation. Due dates for the individual journal assignments, group project, and group presentation can be found in the semester schedule.

- **Individual:** There will be two short reflection journal assignments required in conjunction with the individual service-learning project. One to be completed prior to volunteering and one to be completed after volunteering.
- **Group:** Students are required to complete a group project and give a group presentation.

Class Participation: This course requires active participation. It is expected that each student will actively participate in the course through discussions, group assignments, and class preparation. Participation is determined upon two factors:

- **Attendance:** Students are expected to attend all classes. Only a reasonable number of excused absences will be accepted. Unexcused absences will result in a reduction in the student's grade.
- **Participation:** Students are expected to come to class prepared to participate,

which requires having carefully read and considered the readings. The quality, not the quantity, of your interactions is evaluated.

Basis for Grade: The following table summarizes the value of each assignment as a percent of the final grade.

Assignment	Value
Exams (3)	60%
Short Writing Assignment	5%
Journal Assignments (2)	5%
Group Project	15%
Group Presentation	5%
Class Participation	10%
Total	100%

Course Policies

Academic Assistance: The University Learning Center (ULC) provides free services to all UNCW students. Those services include: learning services, math services, study sessions, supplemental instruction, and writing services. For more information refer to their website: www.uncw.edu/ulc

Students with Disabilities: Reasonable accommodations will be made for students with disabilities. Students with diagnosed disabilities should register with UNCW's Disability Resource Center. Please provide me a copy of the letter you receive from the Disability Resource Center detailing class accommodations you may need. If you require accommodation for test-taking, please make sure I have the referral letter no less than one week before the test. For more information refer to their website: www.uncw.edu/disability

Academic Integrity: All members of UNCW's community are expected to follow the academic Honor Code. Academic dishonesty in any form will not be tolerated in this class. All academic integrity violations will result in a failing grade for the course and will be reported to the University. Please read the UNCW Honor Code carefully (as covered in the UNCW Student Handbook): www.uncw.edu/odos/honorcode. Please be familiar with UNCW's position on plagiarism as outlined in the UNCW Student Handbook. Plagiarism is a form of academic dishonesty in which you take someone else's ideas and represent them as your own. Please note it is also possible to plagiarize yourself. If you use your work from a

previous class or assignment in this class without proper citation, it is plagiarism (i.e., using the same paper, or substantial portions of the same paper, for two classes or assignments is not acceptable). It is always best to speak to the instructor prior to submitting a paper if there is a question regarding academic integrity.

Violence and Harassment: UNCW practices a zero tolerance policy for any kind of violent or harassing behavior. If you are experiencing an emergency of this type contact the police at 911 or UNCW CARE at 910-962-2273. Resources for individuals concerned with a violent or harassing situation can be located at www.uncw.edu/wsrc/crisis.html

Campus Respect Compact: UNCW has instituted a Seahawk Respect Compact to affirm our commitment to a civil community characterized by mutual respect. All students are expected to uphold these standards in the classroom and beyond. Please read the Compact: www.uncw.edu/diversity/documents/ApprovedSeahawkRespectCompact8x10.08.09.pdf

Personal Electronics: Cell phone use will not be tolerated in this class. Please turn off your cell phones prior to class and refrain from texting during class. Laptops may only be used for class related activity and only during lecture. Laptops must remain closed during the discussion of course readings. Laptops will be banned from the classroom for the rest of the semester if any laptop user is seen engaging in non-class related activity.

Grading Policy: The following percentages represent the letter grade equivalent. Please note that percentages do not round up (i.e., 89.99% is a B+ and does not round up to 90%).

A	93 - 100%	C	73 - 76%
A-	90 - 92%	C-	70 - 72%
B+	87 - 89%	D+	67 - 69%
B	83 - 86%	D	63 - 66%
B-	80 - 82%	D-	60 - 62%
C+	77 - 79%	F	59 or less

Submission of Assignments: All written assignments must be submitted electronically in a .docx format to Blackboard and as a hardcopy at the beginning of the class in which the assignment is due. Failure to submit the assignment in both formats will result in a deduction of ten points. All assignments must be in Times New Roman or Cambria 12-pt font, with 1-inch margins, and stapled or points will be deducted.

Late Assignments: Assignments not in the instructor's possession by the specified time on the due date are immediately subject to a ten point deduction. Each subsequent day (i.e., calendar day - including weekends and holidays) an assignment is late will be an additional deduction of ten points. If you are aware of possible conflicts before they occur, please notify the instructor at least one week in advance of any due dates to arrange alternate accommodations. Informing the instructor of your intention to be absent does not waive your obligation to submit the work that is due, even where an excused absence is granted.

Semester Schedule (Subject to Change):

Date	Topic	Readings	Assignments
Aug 23	Course Introduction		
Aug 28	Defining the Nonprofit Sector	Grobman, Ch. 1	
Aug 30	History of Philanthropy	Carnegie (BB) Knight (BB)	Short Writing Assignment
Sep 4	History of Nonprofits	Grobman, Ch. 2	
Sep 6	Theory of Nonprofits	Grobman, Ch. 3 Salamon (BB)	
Sep 11	Theory of Nonprofits	Berger & Neuhaus (BB)	
Sep 13	Social Capital	Putnam (BB)	
Sep 18	Social Capital		Journal Assignment #1
Sep 20	EXAM #1		
Sep 25	Legal & Regulatory Issues	Grobman, Ch. 4	
Sep 27	Legal & Regulatory Issues		
Oct 2	Governance	Grobman, Ch. 5	
Oct 4	Governance	Werther & Berman, p. 51-65 (BB)	
Oct 9	Nonprofit Management	Werther & Berman, p. 28-48 (BB)	
Oct 11	No Class: Fall Break		
Oct 16	Fiscal Accountability & Liability	Grobman, Ch. 11 Grobman, Ch. 18	
Oct 18	Programmatic Accountability	Ebrahim (BB)	
Oct 23	Evaluation	Campbell (BB)	Journal Assignment #2
Oct 25	EXAM #2		
Oct 30	Advocacy & Lobbying	Philanthropy Journal Articles	
Nov 1	Advocacy & Lobbying	Grobman, Ch. 14	
Nov 6	Fundraising	Grobman, Ch. 8 Grobman, Ch. 9	

Date	Topic	Readings	Assignments
Nov 8	Fundraising	Grobman, Ch. 10 Grobman, Ch. 13	
Nov 13	Ethics	Grobman, Ch. 7	
Nov 15	<i>No Class: Group Project Work Day</i>		
Nov 20	Personnel and Diversity	Grobman, Ch. 12 Sidberry (BB)	Group Project Due
Nov 22	<i>No Class: Thanksgiving Break</i>		
Nov 27	<i>PRESENTATION DAY #1</i>		
Nov 29	<i>PRESENTATION DAY #2</i>		
Dec 4	<i>PRESENTATION DAY #3</i>		
Dec 13	FINAL EXAM: 11:30am - 2:30pm		