COLLEGE OF
THE ROCKIES

MGMT-304 – Introduction to Non-Profit Management

Business

Effective Term & Year: Fall 2023
Course Outline Review Date: 2028-04-01

Program Area: Business Management

Description:

This survey course is designed to introduce students to the areas of responsibility of managers of non-profit organizations and is intended to provide a broad overview of the management challenges of the non-profit sector. Topics include scope and function of the non-profit sector; an overview of financial management; human resources management; strategic planning; and marketing functions within the non-profit sector. Specific issues are emphasized, such as accountability, board selection, volunteer management and fundraising.

Program Information:

This course can be used as an elective in Business Management and is also a required course in the Recreation Management Diploma.

Delivery Methods: Online

Credit Type: College of the Rockies Credits

Credits: 3

Course type/s: Business Management

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	

Practicum/Field Experience	
Co-op/Work Experience	
Other	
Total	45

Course Requisites:

- Earned a minimum grade of C- (55%) in at least 1 of the following:
  - ENGL100 – English Composition (3)
  - COMC101 – Technical and Professional Writing (3)

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see https://www.bctransferguide.ca/ or https://transferalberta.alberta.ca . For more transfer credit information, please visit https://www.cotr.bc.ca/Transfer

All requests for course transfer credit from institutions in British Columba or elsewhere should go to the College of the Rockies Enrolment Services office.

Textbook Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following resources were in use:

All readings are available online

Please see the instructor's syllabus or check COTR's online text calculator https://textbook.cotr.bc.ca/ for a complete list of the currently required textbooks.

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

- explain the existence of the third sector according to an ideal or assumed set of facts or principles;
- demonstrate an understanding of the non-profit sector;
- identify the challenges and main management issues of the non-profit sector;
- Explain the principles of leadership and strategic management in a mission-based organization;
- identify the roles and responsibilities of the board;
- recognize the role of each management function (marketing, human resource, finance) in effectively managing a non-profit organization;
- describe the main tools and methods used in non-profit marketing and fundraising;
- describe the main strategies to recruit, develop and supervise personnel in a non-profit environment;
- describe the main characteristics of financial management in a non-profit organization; and
- discuss the main tools to evaluate the performance of a non-profit organization.

This course should help students develop these skills:

- use written and oral communication skills effectively, employing methods appropriate to message and context,
- think clearly and critically, fusing experience, knowledge and reasoning into considered judgment,
- identify, interpret and solve problems, effectively implementing and evaluating proposed strategies.

Course Topics:

- Non-Profit – The Purveyors of Common Decency
- Board Governance – The First Step in Non-Profit Management
- Strategic management for Non-Profit – Management for the Better
- Financial Management in the Non-Profit Sector
- Strategic Management of Human Resources – People are the Best Resources
- Fundraising and Resource Development
- Marketing and Public Relations – Putting your Best Foot Forward
- Program Evaluation for the Non-Profit Sector: Measuring Up to the Challenge of Change
- Leading and Managing in the Non-Profit Sector
- Volunteer Management: Treating your Volunteers as a Valuable Resource

See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.

Evaluation and Assessments

Assessment Type: Online

Assessment Type	% of Total Grade
Final Project	25%
Case Analysis Report(s)	15%
Class Participation and Discussion	10%
Assignment(s)	30%
Final Exam	20%
Total	100%

Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

Pass requirements: None

Evaluation Notes: Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

Academic Policies:

College of the Rockies policies related to courses can be found at https://cotr.bc.ca/about-us/college-policies/ and include the following:

- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.5.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

Equivalent Course(s) and Course Code Changes

Prior Course Code: BUAD 302 >> MGMT 304

Date changed: March 2010

Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.