Tuesdays 11:30 AM - 12:50 PM
Hardenbergh Hall A7

Course Description
This course will apply management concepts and approaches to nonprofit organizations. The course will emphasize the challenges faced by managers of nonprofit organizations in this period of resource scarcity. It also will examine the impact that the increasingly blurred boundaries between the nonprofit, public, and for-profit sectors are having on the management of nonprofits.

Requirements and Grading
Course participants will be expected to actively participate in class discussions; answer in writing weekly thought questions; and prepare a business plan for their own nonprofit organization.

1. Class Participation
Active and informed participation in class discussions is critical and will count for 36% of the grade. It is difficult to participate if you’re not in class, so participation will include attendance. Each class participant will be allowed one absence. Any additional absences, with the exception of those caused by emergencies, will result in a three-point reduction off the total grade. Please email the professor as soon as you know you will have to miss a class.

2. Thought Questions
Answering the thought questions – 33% of the total grade. By 8 p.m. on the Monday prior to each class, please upload to the course Sakai site written answers to that week’s thought questions. Your answers should reflect that you have thought about the readings and how they would affect the business plan you are writing for your own nonprofit organization. Please remember to put your name at the top of your submission.

3. Business Plan
The business plan will be worth 31% of the grade and must be uploaded to Sakai by 11 pm on Friday, December 22nd. The business plan should detail how your nonprofit will handle the key aspects of nonprofit management. Additional information and examples of plans from prior years are available on Sakai.

Readings
Nonprofit Management: Principles and Practice, 3rd or 4th Edition by Michael J. Worth. The first few assigned chapters will be available on Sakai, to give you time to purchase the book online. The book also is available on reserve at Alexander Library. All the other readings are available on Sakai (https://sakai.rutgers.edu/portal) in a folder titled Nonprofit Management Fall 2017.

THIS CLASSROOM IS A COMPUTER-FREE ZONE.
An MIT study found that allowing students to use computers and the internet in classrooms substantially harms their results. The researchers suggested that removing laptops and iPads from classes was the equivalent of improving the quality of teaching. Source: https://seii.mit.edu/research/study/the-impact-of-computer-usage-on-academic-performance-evidence-from-a-randomized-trial-at-the-united-states-military-academy/

The Rutgers University policy on academic integrity and plagiarism is available at: http://academicintegrity.rutgers.edu/integrity.shtml#I

Week 1: September 5
Introduction
Week 2: September 12
Understanding the Nonprofit Environment

Week 3: September 19
The Importance of Mission

Week 4: September 26
Board of Directors and Organizational Governance

Week 5: October 3
Executive Leadership

Week 6: October 10
Managing, Motivating and Keeping Employees and Volunteers

Week 7: October 17
Marketing and Communications

Week 8: October 24
Guest Speaker

UPLOAD DRAFT NONPROFIT BUSINESS PLAN TO SAKAI BY 11 PM, Tuesday, October 24th

Week 9: October 31
Fundraising

Week 10: November 7
The Challenge of Government Contracts

Week 11: November 14
Creative Revenue Generation and Social Enterprise

November 21 – NO CLASS  Happy Thanksgiving!!

Week 12: November 28
Managing the External Environment

Week 13: December 5
Evaluating the Effectiveness of Nonprofit Organizations

Week 14: December 12
Assistance with Business Plans

I will hold additional office hours at my Bloustein School office (room 544) for anyone who has questions about their business plan.

UPLOAD YOUR NONPROFIT BUSINESS PLAN TO SAKAI BY 11 PM, Friday, DECEMBER 22nd