

HIGH POINT UNIVERSITY • NORCROSS GRADUATE SCHOOL

Nonprofit Course Descriptions

NPO 500 Introduction to the Nonprofit Sector (3)

Examination of the social and historical context of nonprofit organizations, their origins, development, and contemporary challenges. The diversity of this sector is analyzed to understand the scope, functions, and underlying issues common to all organizations and their relationship to the private and government sectors. The course also introduces students to the evolving body of scholarship and theoretical concerns regarding organization role and functions and examines the issues that will impact the future of this sector.

NPO 503 Marketing and Public Relations (3)

Examination of basic marketing principles, theories and practices as they apply to nonprofit organizations. Topics considered are: strategies for best communicating the purpose, program, and outcomes of a nonprofit organization to various publics; publicity; theories of communications; and marketing strategies to position the organization in particular community contexts. Special emphasis is given to social marketing and social entrepreneurship designed to engender supporting and positive perspectives and attitudes toward program objectives. Organization/program advocacy and the mobilization of human resources are also addressed.

NPO 504 Fundraising and Funding Sources (3)

Strategies for attracting financial support from foundations, corporations, governments and individuals are examined as well as the types of funding that are available. The central focus is on communication-based and relationship-building strategies with defined constituencies. Emphasis is given to writing proposals; long-range development programs and capitalization campaigns; planning and implementation of financial campaigns and membership drives; charitable trusts; translating organization needs into donor benefits; and constituency communication and expansion. Organization accountability, use of consultants, donor information management, and the theory and practice of philanthropy are also examined.

NPO 505 Tax and Financial Management (3)

Examination of basic principles of financial, funds, and cost accounting. Budgeting techniques; investment decision-making; cost-effectiveness; managing endowments, grants and gifts; capital formation; cash-flow analysis; expenditure control; long range financial planning; audits; and the use of performance standards are analyzed to help managers and administrators of nonprofit organizations with issues of financial planning, accountability, and the most efficient use of funds.

NPO 506 Management and Executive Leadership (3)

Focus on the analysis of the function of organizational management. Leadership will emphasize executive leadership-strategies, styles, skills and values. Ethical issues in both management and leadership will be examined. Management strategies involving external controls, institution building, priorities, decision-making and mobilizing human assets will also be covered as well as the role of nonprofit executives as agents of and for social change.

NPO 507 Human Resources Management (3)

Broad, comprehensive review of human resources management from the perspective of the manager/supervisor as contrasted with the practicing specialist. Topics include workforce planning, recruiting, selection, training and development; wage and salary administration; employee benefits, performance appraisal, promotion, demotion and severance; attitude surveying; health and safety; union management relations; organizational development; ethical decision-making; and problems involved in international management. Attention is called to relevant regulatory restraints, which managers must understand and abide by in order to avoid corporate and personal liabilities, and to the role of human resources in strategic planning.

NPO 508 Organizational Theory and Behavior (3)

In-depth study of various types of organizational structures, both formal and informal, with special emphasis on behavior of people within those structures. Special consideration is given to the relationship among organizational structure, organizational culture, and organizational strategy. The challenges of communicating in modern organizations are also considered.

NPO 509 Strategic Planning (3)

Examination of implementation issues involved in addressing mission statements and program objectives; the distinction between strategic and operational planning; and making the most effective connection between the external environment and the organization. The structure and process of program planning are analyzed including identification of resources; clarifying future direction; and decision-making with respect to resources, issues, and strategies to respond to change. Case studies, demographic and economic data, basic principles, and problem solving in a real or simulated nonprofit environment are used by teams of students working with a nonprofit organization to develop and present a strategic plan to accomplish a program objective.

NPO 510 Research Methods (3)

Examination of various research designs and strategies that are relevant to nonprofit organizations for investigating community issues and for organizational/program planning and evaluation. Systematic collection of quantitative and qualitative information about activities, characteristics and outcomes are stressed with a focus on improving program and organizational effectiveness, as well as decision-making. Techniques of data analysis and statistical concepts will be covered with an emphasis on generating, interpreting and effectively utilizing statistical data and research reports.

NPO 511 Management Information Systems (3)

Focus on bridging the gap between business needs and information systems solutions. The student is expected to understand how information technology can be effectively applied to nonprofit strategies and supporting operational processes. Key areas addressed include elements of information architecture, process reengineering, outsourcing, and security issues. Emphasis will be placed on outside reading of nonprofit MIS literature.

NPO 512 Advocacy and Public Policy (3)

Examination of the roles of nonprofit organizations and voluntary action in the public policy process. Focus is on key public policies and their past, current, and potential impact on the nonprofit sector, nonprofit organizations, and philanthropy. Analysis of how nonprofit organizations shape public policy through such advocacy strategies and techniques as policy research, public education and awareness, lobbying and litigation. Legal, ethical, and tax issues related to lobbying and advocacy are also examined.

NPO 513 Governance and Volunteer Administration (3)

Analysis of the history, role, and function of governance in achieving the vision and mission of nonprofit organizations. Governance issues such as creating policy, empowering boards, ethics and values, board culture, board/staff relationships, oversight, accountability, and fiduciary responsibilities are covered. Volunteer management/administration concepts, strategies and systems are covered with a focus on the recruitment, training, placement, and supervision of volunteers. Volunteer involvement in programs and service delivery, support activities, fund raising, and the role of volunteers on board committees, advisory, and task groups will also be examined.

NPO 590 Practicum I (3)

First field experience required of all students who do not have a minimum of two calendar years of direct experience in the management of a nonprofit organization or within a department, division or other organizational unit of a nonprofit organization. The experience must include staff or volunteer supervision; program planning, development and assessment; and responsibility for the deployment of resources (human and financial). This course is offered in the Summer only. *Prerequisite: Approval of the Program Director prior to registration.*

NPO 591 Practicum II (3)

Second field experience required of all students who do not have a minimum of two calendar years of direct experience in the management of a nonprofit organization or within a department, division or other organizational unit of a nonprofit organization. The experience must include staff or volunteer supervision; program planning, development and assessment; and responsibility for the deployment of resources (human and financial). This course is offered in the Fall. *Prerequisite: Completion of NPO 590 and approval of the Program Director prior to registration.*