



Dillard College of Business Administration
MGMT 3613 - Nonprofit Organizations and Societies

Monday and Wednesday 9:30 am to 10:50 am
Spring 2019 Semester Course Syllabus

Course Dates: January 12 to May 3, 2019
Credit Hours: 3
Instructor: Sonia White, M.S.
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Office Hours/Hours of Availability: Mondays and Wednesdays 8:00 am to 9:15 am and 2:00 pm to 4:30 pm; Tuesdays 8:00 am to 9:15 am; Thursdays 8 am to 9 am; or by appointment.

Office Hours

Office hours are designed for you, giving you a more private environment in which we may talk about your work, your performance in class, etc. If you are unable to see me during my office hours, do not hesitate to make an appointment to see me at a different time.

Required Material

Worth, M.J. (2018). Nonprofit Management: Principles and Practice. (5th ed.). Thousand Oaks, CA: Sage Publications, Inc. ISBN: 978-1-5063-9686-6 (paperback).

Additional readings and materials are posted to D2L.

Course Description

An overview of promotion, including program selection, media selection, and advertising effectiveness and coordination of the advertising function with the other promotional tools.

General Learning Goals

1. Competency in speaking and writing for common business scenarios. Students will submit written assignments throughout the semester. Assessment will occur through grading of assignments and in presentations throughout the semester.
2. Problem solving and decision-making abilities through critical analysis, evaluation, and interpretation of business information. Students will work in groups on a real marketing project. They will use real business information to develop a promotional mix for their client. Assessment will occur throughout the semester through regular group check-ins and peer evaluations.
3. Understanding of the influence of global and multicultural issues on business activities. Instruction and discussion of multicultural issues will occur during course topics of source, message, and channel factors as well as discussions related to the promotional mix. Assessment will occur through exams.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, the Dillard College is assessing its programs. The assessments will assist us as we improve our curriculum and curriculum delivery.

Course Communication

Class Communication

I will provide course updates, readings, handouts, examination reviews, and other communication using D2L. Students may also check their grades via D2L. Students will need to log in to D2L regularly to stay current with the class. If you have any questions or need any help, the best way to reach me is via e-mail. Always include in the email your first and last name as well as the name of the course you're emailing me about.

Assignment Submissions

Assignments should be submitted through D2L. Please only submit typed Word documents unless otherwise specified. If you use Pages (or another word processor), **please convert your document first**. Submissions by email will generally not be accepted. However, should there be a circumstance where you need to submit an assignment via email (e.g. the system is down), all emails of class files that are sent to me need to be saved. This will help you in the rare case that an email is lost, as the date on the original sent email can be referred to. There will be absolutely no exceptions in the case of emails lost if you cannot produce the original sent email. But please make a rule of submitting assignments through D2L.

Course Grade

Course Activities

Activities	Percentage	Points
Participation	10%	100
Homework/Case Studies	20%	200
Exam 1 Short Essay and Multiple Choice	20%	200
Exam 2 Short Essay and Multiple Choice	20%	200
Exam 3 Short Essay and Multiple Choice	20%	200
Group Presentation	10%	100
TOTAL	100%	1000
*Final Exam Multiple Choice and Short Essay	*20%	*200

*Students with an “A” (900 points or above) on last day of class do NOT have to take final exam. All other students are required to take final exam. Final exam will replace lowest test grade.

Grading Scale

Actual Points	Percentage	Letter Grade
900 or higher	90 and Above	A
800 - 899	80 to 89	B
700 - 799	70 to 79	C
600 - 699	60 to 69	D
599 or less	59 or less	F

Brief Description of Graded Activities

Participation:

In particular, students will be assessed for their preparation for class and engagement in discussions and activities (postings, homework, in class activities). In an effort to create a “distraction-free” classroom and learning environment, students are asked to turn off all forms of technology (e.g., laptops, phones) at the beginning of each class session. Participation is worth at least 200 points (20%) toward the final grade. Students will have multiple

opportunities each week to be assessed on participation by being prepared for class, engagement in class discussion and activities, attendance, tardiness, etc. Using the instructor's Participation Rubric, note the following:

- A. Outstanding Contributors will earn 9-10 points.
- B. Good Contributors will earn 7-8 points.
- C. Adequate Contributors will earn 5-6 points.
- D. Absent, disruptive, late or non-participation contributors will earn 0 points.

Homework/Case Studies

Students are required to form project groups of 3-5 students. Each group will be focused on a particular service area (hunger, homelessness, arts/culture, youth development/education, health, mental health, substance abuse, LGBT, minority equity, advocacy/public policy, workforce development, etc.). Each student within each group will choose a nonprofit (preferably within the Wichita Falls area) to research and complete a series of written case analyses throughout the semester. The students in each group will compare and contrast their nonprofits, discussing the differences and similarities between the nonprofits on addressing their chosen field of focus and sharing these observations with the rest of the class. Each individual case study assignment will be worth 50 points. Students will be provided with a grading rubric prior to the first assignment.

Group Class Presentation

At the end of the semester, each group will work together to create a presentation which will be presented to the class on the last day of class before finals. This presentation will summarize all the case studies and provide a compare and contrast of the nonprofits chosen by each group within a particular service area. This presentation is worth 100 points, and will partly be evaluated by the students in each group. The class will be provided with a grading rubric prior to this assignment.

Exams and Final Exam

Three two-part exams, consisting of multiple-choice and short-essay portions, will be administered during the semester. Multiple Choice exam questions are exclusively from the textbook vs. from in-class lecture material, which will be addressed in the short essay portion of the exam. Please note the following details about each exam:

- a. Bring a #2 pencil and Scantron form for the multiple-choice portion and pen/pencil for the short essay portion of each exam;
- b. The instructor will not provide assistance to students with last-minute questions on the night before or the day of the exam;
- c. During exams, turn off all technology and place both hands on the desktop;

d. Students will not be permitted to leave the classroom during the exam (e.g., use the restroom prior to class).

The in-class, closed-book exams are worth a total of 600 points (60%) toward the final grade.

The final exam will cover material from the entire semester. It will have a multiple choice section and short essay section. Multiple Choice exam questions are exclusively from the textbook vs. from in-class lecture material, which will be addressed in the short essay portion of the exam. Students with 900 or more points on the final day of class, may choose NOT to take the final exam. All other students are REQUIRED to take the final exam.

Extra Credit

There may be extra credit opportunity in this course. You will be informed if an opportunity becomes available.

Late Work

No late submission will be accepted and graded. Students who experience an emergency needs to contact the instructor for late submission permission. Valid documentations are required.

Peer Evaluations

Peer evaluations will be used as part of the evaluation of group projects. Your ability to contribute as a productive team member is important to your success in this class. You will evaluate your team members and they will evaluate you. In the performance evaluations (described below), The feedback you provide should be constructive: don't say "this person just sits there"; instead say "I would like to hear this person's opinions and thoughts more often, I think they have more to contribute that would be valuable".

My goal for the peer and performance evaluations is to make a stronger connection between team member performance and contribution and their grade. A good team member who shows improved performance over time and exhibits the ability to take and apply constructive criticism will get a good grade for the peer evaluations. A team member with so-so performance that makes no apparent effort to improve their performance or apply constructive criticism will not do as well. See the table below.

Letter Grade	Corresponding Behavior
A	Team member shows consistent effort and makes valuable contributions. They apply constructive criticism and make improvements where needed throughout the semester.
B	Team member shows mostly consistent effort and makes generally valuable contributions. They might occasionally struggle to make improvements where needed, but by the end of the semester have overcome any challenges.
C	Team member shows generally acceptable effort and makes so-so contributions. They don't appear to improve their performance or apply constructive criticism; their performance at the end of the semester is essentially the same as at the beginning of the semester.
D	Team member has gaps in effort and contribution. They might miss some deadlines or team meetings. They don't respond to feedback or make only minor changes at the last minute.
F	Team member consistently lacks effort and contribution. They miss deadlines, meetings, and class. They don't respond to feedback or apply constructive criticism.

Course Policies

Grades

Grades will be entered into the gradebook on D2L. It is the student's responsibility to keep all graded materials that have been returned by the instructor for the entire semester. Technical glitches happen, you will need to hold on to your final copy of any assignment in the event that a file does get lost. **Any request to change a grade must be made to the instructor via email within one week of when the grade was posted to D2L.**

Attendance

Attendance is absolutely crucial for your success in this class. I will take attendance at the start of each class meeting. For each class that you miss, you will have points deducted from weekly participation grade. Consistent lateness will also result in a point deduction, dependent on the number of times you have arrived late and how late you have been. Attendance issues will also likely result in deductions from your peers in the scheduled peer evaluations.

“Valid, documented” excused absences fall in the following categories: medical, legal, or serious personal issue beyond your control (e.g. relative’s death or serious illness; jury duty; car accident). Excuses that are not valid include having deadlines in other classes or at work, having a fight with a significant other, have a bad day, etc.

Late Work

No late assignments or presentations will be accepted. Exams can be made up only in the case of valid, documented excuses (see above).. Deadlines are very important in this class due to the real-time, real-world project environment.

University Policies

Academic Integrity

Refer to the “Student Honor Creed” in the undergraduate catalog. If I discover that a student has engaged in academic dishonesty (cheating, collusion, and/or plagiarism) on any work for this course, they will receive an F (0 points) for that work. Repeated instances will result in failing the course. All instances of academic dishonesty will be reported to the Dean of Students.

Syllabus Change Policy

This syllabus is a guide for the course and is subject to change. Syllabus changes will be communicated via D2L and/or in class.

Grade Appeals

Any student who believes a final grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding semester to file a written appeal with the dean of the instructor’s college in which the course was taught. Refer to the Undergraduate Catalogue for further details. See the MSU Student Handbook for University policy on grade appeal.

Americans with Disabilities Act

If a student has an established disability as defined by the Americans with Disabilities Act and would like to request accommodation, that student should please contact me as soon as possible. Any student requesting accommodations should first contact Disability Support Services at 940-397-4140 in room 168 Clark Student Center to document and coordinate reasonable accommodations if you have not already done so.

Concealed Carry

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with

state law. For more information regarding campus carry, please refer to the University's webpage on [Campus Carry Rules and Policies](#).

Important Dates

Change of schedule or late registration: **January 14 to 16, 2019.**

Deadline to file for May graduation: February 18, 2019.

Last Day to drop with a grade of "W": **4:00 p.m., March 25, 2019.**

WEEK	DATE	Lecture	Reading Assignment
1	January 14, 2019	Introduction	No reading assignment
1	January 16, 2019	Instructor	Chapter 1: Nonprofit Management as a Profession and Field of Study
2	January 21, 2019	No lecture- Holiday	No reading assignment
2	January 23, 2019	Instructor	Chapter 2: Overview of the Nonprofit Sector
3	January 28, 2019	Instructor	Chapter 3: Theories of the Nonprofit Sector and Nonprofit Organizations
3	January 30, 2019	Instructor; Group activity	Case Study #1 Due; Class discussion of case studies
4	February 4, 2019	Instructor	Chapter 4: Nonprofit Governing Boards (brief overview)
4	February 6, 2019	Instructor	Chapter 5: Executive Leadership
5	February 11, 2019	Guest Speaker	
5	February 13, 2019	Exam-Short Essay and Multiple Choice	Lectures; Assignments; Chapters 1-5
6	February 18, 2019	Instructor	Chapter 6: Ensuring Accountability and Measuring Performance

WEEK	DATE	Lecture	Reading Assignment
6	February 20, 2019	Instructor	Chapter 7: Developing Strategy Building Capacity and Managing Risk
7	February 25, 2019	Guest Speaker	No reading assignment
7	February 27, 2019	Instructor; group activity	Case Study #2 due; class discussion of case studies
8	March 4, 2019	Instructor	Chapter 8: Collaborations, Partnerships and Mergers
8	March 6, 2019	Instructor	Chapter 9: Managing Staff and Volunteers
9	March 11, 2019	Guest Speaker	
9	March 13, 2019	Exam-Short Essay and Multiple Choice	Lectures; Assignments; Chapters 6-9
10	March 18-22, 2019	No class – Spring Break	No reading assignment
11	March 25, 2019	Instructor	Chapter 10: Marketing and Communications
11	March 27, 2019	Instructor; group activity	Case Study #3 due; class discussion of case studies
12	April 1, 2019	Guest Speaker	Chapter 11: Advocacy and Lobbying
12	April 3, 2019	Instructor	Chapter 12: Financial Management
13	April 8, 2019	Instructor	Chapter 13: Philanthropic Fundraising
13	April 10, 2019		Chapter 15: Government Grants
14	April 15, 2019	Guest Speaker	Chapter 14: Social Enterprise and Earned Income
14	April 17, 2019	Exam: Short Essay and Multiple Choice	Lectures; Assignments; Chapters 10-14

WEEK	DATE	Lecture	Reading Assignment
15	April 22, 2019	Instructor; group activity	Case Study #4 due; group discussion of case studies
15	April 24, 2019	Guest Speaker	No reading assignment
16	April 29, 2019	Instructor; class preparation for group presentations	Small groups will work and edit class presentations
16	May 1, 2019	Instructor	Class presentations
17	May 6, 2019 8:00 am – 10:00 am	Final Exam: Multiple choice and Short Essay	Chapters 1-15; Lectures; Assignments;