

# Washtenaw Community College Comprehensive Report

## BMG 231 Nonprofit Management

Effective Term: Winter 2024

### Course Cover

**College:** Business and Computer Technologies

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 231

**Org Number:** 13200

**Full Course Title:** Nonprofit Management

**Transcript Title:** Nonprofit Management

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Three Year Review / Assessment Report

**Change Information:**

**Consultation with all departments affected by this course is required.**

**Outcomes/Assessment**

**Rationale:** The learning outcomes need to be modified. They were written in Fall 2020 before the course was fully developed online in Spring/Summer 2022.

**Proposed Start Semester:** Winter 2024

**Course Description:** In this course, students will learn about nonprofit formation and 501(c)(3) application. They will develop skills related to recruiting and managing personnel, selecting a nonprofit board, measuring nonprofit performance and legal compliance. Students will develop nonprofit work items, such as creating a nonprofit fundraising event plan.

### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor: 45 Student: 45**

**Lab: Instructor: 0 Student: 0**

**Clinical: Instructor: 0 Student: 0**

**Total Contact Hours: Instructor: 45 Student: 45**

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

### College-Level Reading and Writing

College-level Reading & Writing

### College-Level Math

No Level Required

### Requisites

### General Education

## **Request Course Transfer**

### **Proposed For:**

Eastern Michigan University  
 Ferris State University  
 Grand Valley State University  
 Kendall School of Design (Ferris)  
 Lawrence Tech  
 Michigan State University  
 Oakland University  
 University of Detroit - Mercy  
 University of Michigan  
 Wayne State University  
 Western Michigan University  
 Other :

## **Student Learning Outcomes**

1. Recognize the steps involved in forming and funding a nonprofit.

### **Assessment 1**

Assessment Tool: Outcome-related multiple-choice questions

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

2. Identify the essential skills necessary to recruit, motivate, and manage nonprofit personnel.

### **Assessment 1**

Assessment Tool: Outcome-related multiple-choice questions

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

3. Create a portfolio of common nonprofit work items for sharing with nonprofit employers.

### **Assessment 1**

Assessment Tool: Outcome-related class project

Assessment Date: Fall 2024

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students will score a 70% or higher

Who will score and analyze the data: Departmental faculty

## **Course Objectives**

1. Define various terms used to identify the nonprofit sector.
2. Explain new organizational forms and the concept of the fourth sector.

3. Describe key differences between management in the nonprofit sector and management in other sectors.
4. Explain a nonprofit board's legal and functional responsibilities.
5. Describe various approaches to measuring nonprofit organizational performance.
6. Explain financial statements developed by nonprofit organizations and the role of audits.
7. Summarize the primary motivations of corporate, foundation, and individual donors.
8. Analyze ease of entry, market size, and other competitive factors related to a nonprofit's viability.
9. Outline the key considerations in developing a nonprofit's mission, vision, and values.

## New Resources for Course

### Course Textbooks/Resources

Textbooks

Manuals

Periodicals

Software

### Equipment/Facilities

Level I classroom

Computer workstations/lab

<b><u>Reviewer</u></b>	<b><u>Action</u></b>	<b><u>Date</u></b>
<b>Faculty Preparer:</b> <i>Douglas Waters</i>	<i>Faculty Preparer</i>	<i>Jun 20, 2023</i>
<b>Department Chair/Area Director:</b> <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Jun 20, 2023</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Jun 26, 2023</i>
<b>Curriculum Committee Chair:</b> <i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Nov 28, 2023</i>
<b>Assessment Committee Chair:</b> <i>Jessica Hale</i>	<i>Recommend Approval</i>	<i>Nov 29, 2023</i>
<b>Vice President for Instruction:</b> <i>Brandon Tucker</i>	<i>Approve</i>	<i>Dec 03, 2023</i>

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### BMG 231 Nonprofit Management Effective Term: Fall 2020

#### Course Cover

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 231

**Org Number:** 13200

**Full Course Title:** Nonprofit Management

**Transcript Title:** Nonprofit Management

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** New Course

#### **Change Information:**

**Rationale:** The course concept is based on business students' expressed interest in the subject and a review of undergraduate nonprofit-management programs. We wish to build a nonprofit-management certificate to stay competitive with sister colleges, like Schoolcraft, that offer nonprofit programs so Washtenaw students may take classes closer to home. Many undergraduate business programs, including EMU, offer nonprofit-management certificates and degrees. In late 2019, EMU agreed to accept WCC's nonprofit course as an elective transfer into EMU's public-administration degree program. Students enrolled in this semester's pilot class have diverse motivations for taking it. The class is comprised of a WCC social-work student, a liberal-arts student, some business students, and an aspiring nonprofit director who drives from Oakland County because Oakland C.C. does not offer a similar class. According to nonprofit sector statistics, more than 1.5 million nonprofits were registered in 2015, which was a 10 percent increase in 10 years. About 25 percent of U.S. adults volunteered in 2017, a slight increase from 2016.

**Proposed Start Semester:** Fall 2020

**Course Description:** In this course, students will focus on the basics of nonprofit management. They will learn about the role of nonprofits in society, 501(c)(3) application and legal compliance, board governance, and nonprofit leadership and management. Students will develop nonprofit management skills.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

## **College-Level Math**

No Level Required

### **Requisites**

### **General Education**

### **Request Course Transfer**

#### **Proposed For:**

Central Michigan University  
College for Creative Studies  
Eastern Michigan University  
Ferris State University  
Grand Valley State University  
Kendall School of Design (Ferris)  
Lawrence Tech  
Michigan State University  
Oakland University  
University of Detroit - Mercy  
University of Michigan  
Wayne State University  
Western Michigan University  
Other :

### **Student Learning Outcomes**

1. Differentiate characteristics of the nonprofit sector compared to the public and private sectors.

#### **Assessment 1**

Assessment Tool: Multiple-choice exam  
Assessment Date: Fall 2023  
Assessment Cycle: Every Three Years  
Course section(s)/other population: All sections  
Number students to be assessed: All students  
How the assessment will be scored: Answer key  
Standard of success to be used for this assessment: 70% of students will score 70% or higher  
Who will score and analyze the data: Business department faculty

2. Identify the skill set necessary to successfully manage a nonprofit.

#### **Assessment 1**

Assessment Tool: Multiple-choice exam  
Assessment Date: Fall 2023  
Assessment Cycle: Every Three Years  
Course section(s)/other population: All sections  
Number students to be assessed: All students  
How the assessment will be scored: Answer key  
Standard of success to be used for this assessment: 70% of students will score 70% or higher  
Who will score and analyze the data: Business department faculty

3. Create a business plan with the standard components of a nonprofit business.

#### **Assessment 1**

Assessment Tool: Class project  
Assessment Date: Fall 2023  
Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Scored by rubric developed by department faculty

Standard of success to be used for this assessment: 70% of students will score a 70% or higher

Who will score and analyze the data: Business department faculty

### **Course Objectives**

1. Define various terms used to identify the nonprofit sector.
2. Explain new organizational forms and the concept of the fourth sector.
3. Describe key differences between management in the nonprofit sector and management in other sectors.
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### **New Resources for Course**

#### **Course Textbooks/Resources**

Textbooks  
Manuals  
Periodicals  
Software

#### **Equipment/Facilities**

Level I classroom  
Computer workstations/lab

<b><u>Reviewer</u></b>	<b><u>Action</u></b>	<b><u>Date</u></b>
<b>Faculty Preparer:</b> <i>Douglas Waters</i>	<i>Faculty Preparer</i>	<i>Feb 06, 2020</i>
<b>Department Chair/Area Director:</b> <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Feb 06, 2020</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Feb 07, 2020</i>
<b>Curriculum Committee Chair:</b> <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Mar 04, 2020</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Mar 06, 2020</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Conditional Approval</i>	<i>Mar 06, 2020</i>