

Nonprofit Leadership Certificate Course Descriptions

Updated, March 2011

Required Courses (12 credits total are required)

* Note: Please consult Connect Carolina to confirm days and times of courses.

1. LAW 213: Law of Nonprofit Organizations

Students in this course will learn about state and federal laws that govern the formation, operation, daily management and taxation of nonprofit organizations. The course will also examine the historical underpinnings and the political and public policy considerations that have given shape to the so-called "third sector."

Offered: Fall semester (3 credits), Mondays, 5:30 – 8:20pm

One of the following:

2. PUBA 756: Nonprofit Management

Examination of the managerial challenges posed by nonprofit organizations and of techniques and practices used by managers of nonprofit organizations.

Offered: Fall semester (3 credits), Wednesdays, 1:00 – 3:50pm

- OR -

2. SOWO 884: Leadership in Nonprofit Organizations

Students will learn about how they can provide leadership in and with nonprofit organizations to help them respond effectively to the challenges they face to improve quality of life and create social change. Leadership is defined as *the ability to motivate and influence others to accomplish shared goals*. It is expressed in many different ways, depending on community needs and circumstances, the organization's mission and life stage and other factors. It should not be confused with position-based authority. Nonprofit leadership can broadly be understood to include three key skill areas: 1) visioning and social value clarification; 2) strategic assessment, analysis and decision-making; and 3) effective communication, conflict management, motivating and relationship building skills.

Offered: Spring semester, Mondays, 5:30 – 8:20pm; First summer session (3 credits)

3. PUBA 757 / SOWO 885: Financial Management of Nonprofit Organizations¹

¹ Note: MBA 782N is an abbreviated (1.5 credits) and accelerated version of this course offered to qualified MBA and MPA students to meet this requirement. [Click here](#) for more information.

This course will help prepare students to provide financial leadership to nonprofit health, human service and community development organizations. The focus is on understanding and helping to produce key financial documents, ensuring that organizations follow sound financial management practices, facilitating financial planning and decision-making and communicating about financial matters with staff, board members, volunteers and other stakeholders. Prior bookkeeping and/or accounting knowledge and skills are not required nor will the course required more than basic math skills.

Offered: Spring semester, Tuesdays, 5:30 – 8:20pm; First or second summer session (3 credits)

A total of 3 credits² from the following:

4. SOWO 883: Marketing and Fundraising for Nonprofit Organizations

The purpose of this course is to help students understand the marketing and fundraising challenges facing nonprofits in today's economy. The focus will be on developing and implementing comprehensive marketing and fundraising strategies using ethically-based approaches, making a case for the marketing and funding of nonprofits, and developing initiatives for sustainable enterprise and fundraising in an era of increasing demographic, "value," and attitude diversity.

Offered: Fall semester (3 credits), Tuesdays, 5:30 – 8:20pm

4. PUBA 780-002: Grant Writing and Evaluation

Students will hone their grantwriting skills as they critique grant proposals, draft their own grant proposal, and learn about the role of program evaluation in grantwriting and grant reporting. Students will also discuss how grantwriting will be a part of their careers as public servants, whether in local government or the non-profit sector.

Offered: Spring semester (1.5 credits)

4. PUBA 780-005: Seeking/Securing Grants

Course focuses on the grant seeking process for not-for-profit and public sector agencies, the challenges grant writers confront, and the process of collaborating with outside agencies for mutual benefit. The course will address writing techniques designed to produce proposals that are comprehensive, cogent, and accountable to the objectives of the grantor agency.

Offered: Fall semester (1.5 credits)

4. SOWO 792: Program Development and Proposal Preparation

In this skills-oriented course, students will learn to apply three approaches to program development and prepare a proposal draft suitable for submission to a foundation or governmental organization.

² MBA students who have taken MBA core courses in sales and marketing are required to fulfill only 1.5 credits of this requirement, which can be met by completing an independent study.

Offered: Spring semester (1.5 credits)

Elective Courses (3 credits total are required)

EDUC 686: The Psychology of Adult Learning

Focuses upon knowledge and application of learning principles and conditions for facilitating learning in adults.

Offered: Fall and spring semesters (3 credits)

HBHE 710: Community Capacity, Competence, and Power

The nature and delineation of participatory action research and its relevance to concepts, principles, and practices of community empowerment. Students learn methods, such as photovoice, through learning projects.

Offered: Spring semester (3 credits)

HBHE 755: Popular and Empowerment Education for Health Educators

Explore empowerment education and popular learning methodologies within the context of health education, creating opportunities for dialogue between theory and practice. Examine adult learning theories, participatory learning concepts, and community development techniques. Will also discuss issues of power between practitioners, health educators, and the community.

Offered: Fall semester (3 credits)

LAW 397: Community Development Law Clinic (law students only, by instructor permission)

Students will provide legal services to nonprofit organizations whose activities serve to improve the quality of life in economically disadvantaged communities. The CDL Clinic provides a wide variety of business-oriented legal services including forming legal entities (e.g., corporations, corporate subsidiaries, limited liability companies), helping organizations obtain state and federal tax-exemption, negotiating and drafting employment and vendor contracts, and forming strategic joint ventures. Students take primary responsibility for interviewing and counseling clients, drafting corporate documents, and providing legal advice in such areas as employment law, intellectual property, state licensing requirements, and state and federal taxation.

Offered: Fall and spring semester (3 credits)

MBA 824: Managing Workplace Diversity

The course is designed to improve your awareness of the importance of effectively managing workplace diversity not only as a social or moral goal, but also as a sound business practice—enlightened self-interest. Toward this end, the goals are to (1) increase your appreciation of your own cultural values; (2)

heighten your sensitivity to the unique characteristics of other groups; and (3) thereby enhance your ability to manage people of diverse backgrounds.

Offered: Module IV, Mar-Apr (1.5 credits)

MBA 831B: Innovation & Entrepreneurship for Developing Economies

This course compares and contrasts U.S.-centered business models with business models designed for use in developing countries. Students evaluate market entry and market expansion efforts; partnership issues between business, government, and non-governmental organizations (NGOs); and the efficacy of using “first world” models in “third world” environments. The course examines market conditions and business opportunities in developing economies; factors that help or hinder companies in pursuing these opportunities; and whether there is a role for business and innovation in eradicating poverty.

Offered: Module IV, Mar-Apr (1.5 credits)

MBA 833A: Systems Thinking for Sustainability

This course will be offered in three day-long seminars and will cover a systems perspective on management towards sustainability, mapping of complex systems, and hands-on experimentation with a small computer simulation model. Students must attend all three sessions to receive course credit.

Offered: Module IV, Mar-Apr (1.5 credits)

MBA 836: Entrepreneurship & Minority Economic Development

This course is designed to promote and foster entrepreneurship as a strategy for accelerating minority upward mobility and wealth accumulation, strengthening the capacity and sustainability of local community development organizations, and enhancing the overall economic competitiveness of places, especially severely distressed urban and rural communities

Offered: Module II, Oct-Dec (1.5 credits)

MBA 850A: New Urbanism, Smart Growth & Sustainable Community Development

Explore managed growth strategies that communities are using to deal with social, economic and environmental problems associated by sprawl. Teaching methods include readings, lectures, case analyses, and class discussions. You will apply what you have learned by working as consultants for the city of Martinsville, VA, a former furniture manufacturing town. Your assignment will be to devise a plan to create a healthy and sustainable future for the city.

Offered: Module III, Jan-Mar (1.5 credits)

MBA 863: Business-Government Relations

Overview of Course: Brief History of Business & Society/Business & Government & Introduction to Corporate Social Responsibility

- Business Influence on Government and Public Policy
- Corporate Social Responsibility—Case Study
- Consumerism and Business Regulation: China vs. the US and its Consumer Products Safety Commission
- Consumerism--Case Study
- International Business and Globalization: Jack N. Behrman, former Assistant Secretary for International Business, US Department of Commerce
- International Banking: Constantin Boden, retired EVP & Director of International Banking, The Bank of Boston (now Bank of America)
- Banking, Finance and Government Regulation: Case Study
- Entrepreneurship and Government: Business and Government and Economic Development, H. Kelly Landis, former Special Advisor on Economic Development to NC Governor, Michael Easley and former CEO of RBC Centura Bank
- Litigation and Tort Reform: A Politically Divisive Debate/TBA
- Today's Controversial Issue
- Biotechnology and the Federal Drug Administration: Charles Sanders, retired CEO, GSK Corporation
- Corporate Social Responsibility: Was Milton Friedman Right?

Offered: Module IV, Mar-Apr (1.5 credits)

MBA 866: Social Entrepreneurship

The primary objective of this course is to broaden your knowledge and understanding of social entrepreneurship as an innovative approach to addressing complex social needs. A secondary objective is to afford you the opportunity to engage in a business planning exercise which is designed to assist you personally or local nonprofit organizations to establish and launch social purpose entrepreneurial venture.

Offered: Module III, Jan-Mar (1.5 credits)

MBA 869-001: Environmental Strategy

“Green” business and products have proliferated in recent years in parallel with an increasing awareness of the reality of global climate change. Despite the popularity of the “green” label, an understanding of environmental issues, agreement on the role of businesses in addressing environmental problems, and the most effective strategies for doing so remain under developed. Through readings of seminal texts, case studies, and a project which focuses on exemplar companies, this course aims to impart an understanding of the most pressing environmental issues and the relevance of these to business concerns

Offered: Module II, Oct-Dec (1.5 credits)

PLAN 763: Urban Neighborhood Revitalization

Social, political, and economic theory of local communities. Models of neighborhood change. Neighborhood revitalization: theoretical aspects; federal, state, and local programs; role of nonprofit organizations; step-by-step process for revitalizing an area.

Offered: Fall semester (3 credits)

PLAN 764: Techniques in Community Development

The steps involved in developing neighborhood revitalization plans. Students work with local neighborhood associations in identifying both community assets and problems and the various stakeholders, conducting research on selected issues, developing and selecting strategies for addressing those issues, and formulating an implementation strategy.

Offered: Spring semester (3 credits)

PUBA 768: Mediation Skills

Theory and practice of dispute resolution and consensus building processes for public policy and program implementation. Utilizes exercises to develop skills in multi-party conflict analysis, negotiation, and intervention for inter-governmental, nonprofit, and community disputes. Workshop-style course focuses on workplace and service provision conflicts to develop mediation skills; is comprised of short lectures, demonstration, and student practice of a mediation model/specific skill sets.

Offered: Fall semester (1.5 credits)

PUBA 769: Facilitation Skills

Course is workshop-style that requires preparation via conference call or webinar; separate session on skills; and final requirement is a reflection paper. Course focuses on inter-organization and community settings to develop facilitation skills and is comprised of short lectures, demonstration, and student practice of facilitation strategies.

Offered: Fall semester (1.5 credits)

PUBA 771: Managing Economic Development

Emphasizes the practical application and implementation of various approaches to economic development. Students will apply tools/strategies by doing case studies and small group projects based on real-world scenarios faced by local practitioners.

Offered: Fall semester (3 credits)

SOWO 790: The Facilitative Leader

In this highly interactive course, participants will learn how to use facilitative skills in their roles as leaders and members of groups/teams to help these groups become more effective.

Offered: Spring semester (1.5 credits)

SOWO 799: Human Resource Management

Students will learn requisite knowledge to select and exercise skills in human resource management, including employee recruitment and hiring, performance appraisals, motivation, staff development, and creating a responsive work environment.

Offered: Spring semester (1.5 credits)

SOWO 880: Sustainable Development

This course will examine issues and perspectives on sustainable development. In examining sustainable development, it will do so through a three part framework that combines local, national and global perspectives on the following goals: 1. economic prosperity; 2. social equity; and 3. environmental protection.

Offered: Spring semester (3 credits)

SOWO 882: Citizen Participation and Volunteer Involvement

The role of grassroots organization in advocacy, self-help, and social development; the involvement of citizens in public planning; and the development of volunteer programs.

Offered: Fall semester (3 credits)