

Nonprofit Management Certificate Course Descriptions

BUS 663 Corporate Communications and Media Strategy 3 hours

The course is a comprehensive application corporate-communications strategy, tactics, and programs. Small teams will design, implement, and evaluate a campaign in the context of a challenging 8-week case study. Team projects are presented via a student-created website for evaluation by classmates and faculty.

BUS 671 Nonprofit Operations 3 hours

This course connects organizational mission to operations. Students examine the dynamics of board governance, the benefits and challenges of working with volunteers, and the hiring challenges of nonprofits. Students will learn how to connect long term goals into short term action.

BUS 673 Nonprofit Fundraising and Financial Reporting 3 hours

This course examines fundraising campaigns, grant writing, donor development and communication strategies. Students learn the importance of both financial and social service reporting in communicating organizational needs.