

## **Course Syllabus**

### **Nonprofit Management in a Local and Global Context**

- Class Level: Graduate Level
- Credit Numbers: 3
- Course Number :
- Course Dates :
- Course Time:
- Classroom :
- Instructor : Dr. Shinshin Chen, Associate Professor  
Department of Social Work, Chaoyang University of Technology
- Instructor's Office : D-801
- Office Hours : Tuesday 13:30 – 15:30  
Thursday 8:30– 10:30 or by appointment
- E-mail: schen@cyut.edu.tw
- Extension : 4430 or 7698

#### **Course Description:**

This course is designed to introduce the theory and practice of non-profit organizations (NPO), and related research as well as issues around the world and in Taiwan. This course is committed to strengthening students with the understanding of the characteristics and development of NPO, preparing them with the knowledge of management topics and methods, and enhancing their ability in exploring related management issues and research of NPO.

**Please note:** This syllabus is intended to give the student guidance in what may be covered during the semester and will be followed as closely as possible. However, with reasonable notice, the professor reserves the right to modify, supplement and make changes as the course needs arise.

#### **Course Objectives:**

Students will be able to:

- gain an understanding of the unique nature of the nonprofit sector, and distinguish it from the government (public) and business (for-profit) sectors in form and delivery systems;

- explore the historical, theoretical, and legal perspectives on nonprofit organizations, as well as current trends and issues of consequence to nonprofit organizations;
- develop an understanding of management techniques and leadership skills for enhancing the effectiveness of nonprofit organizations;
- understand board governance and the varied roles of stakeholders in nonprofit organizations;
- gain an understanding of ethical issues and decisions in nonprofit management;
- develop analytic, critical, and expressive abilities; and
- gain local and international perspectives on nonprofit organization management.

### **Topics of Each Week:**

Week 01: Introduction and discussion of the course & Nonprofits in the United States and Taiwan

week 02: Taking Charge of your Nonprofit Sector Career & Building Strong Social Movements

week 03: Thriving as an Executive Director & Strategic Planning: Turning a Dream into Reality

week 04: Risk Management and Insurance

week 05: Attracting and Hiring Staff: Acquiring the Best Talent

week 06: Nonprofit Advocacy and Lobbying

week 07: Nonprofit Financial Management

week 08: Nonprofit Technology and IT

week 09: Fundraising: Knowing When to Do What & Online Fundraising

week 10: Social Enterprise 101: An Overview of Earned Income Strategies

week 11: Nonprofit Marketing: The Why and How of Branding

week 12: Public Relations for Nonprofits: Getting Exposure for Your Cause

week 13: Visiting Nonprofit Organizations in Taiwan

week 14: Board Governance & Getting Your Board to Fundraise

week 15: Volunteer Recruitment

week 16: Volunteer Engagement and Management

week 17: Oral Presentations (Term Paper due)

week 18: Final Exam. (Open Book)

**Evidence Used to Determine Course Grade**

The grade the students receive in this course will be based upon the following criteria:

**CRITERIA:**

Required Percentage (Total 100%)

1. Final Exam 40%
2. Term Paper and Oral Presentations 40%
3. Attendance, Learning Attitude and Participation 20%

**PS:** Students, who find they are unable to be at an examination session because of illness, extenuating circumstances, etc., should contact the instructor as soon as the condition becomes apparent. Extensions will be arranged where fair and practical within university guidelines. Grades are determined by performance on the listed requirement and **no** additional activities are available to earn other grade.

Academic misconduct of any kind will not be tolerated. If students have questions about what activities constitute academic misconduct and what procedures are followed, they should consult with the instructor.

**Textbook:**

1. Darian Rodriguez Heyman and Laila Brenner(ed.)(2019). Nonprofit Management 101: A Complete and Practical Guide for Leaders and Professionals (2<sup>nd</sup> ed.)  
Publisher : Wiley (ISBN : 978-1119585459)

**Reference:**

1. Renz, D. and Assoc. (2016). The Jossey-Bass Handbook of Nonprofit Leadership and Management, 4th ed.; San Francisco: Jossey-Bass.
2. Additional Resources: Online resources provided via TronClass; most supplemental reading is required.