

Introducing the new concentration in Nonprofit Leadership

“We asked the nonprofit community—including major donors to nonprofit organizations—what they needed from a management program in terms of content, flexibility, and cost. What they told us has resulted in this highly tailored offering.” – Jeffrey Hunter, *Director, MBA Assumption*

This is your opportunity to earn an Assumption College MBA degree, gaining skills and knowledge specifically focused on guiding nonprofit organizations to success. Simply take a minimum of four electives from the current list of seven nonprofit management courses (listed below) while in the program.

MBA Assumption also offers a **Certificate of Advanced Graduate Study (CAGS)** in Nonprofit Leadership for individuals who already possess a masters degree and wish to enhance their professional studies and resume. Take five of our seven Nonprofit Leadership courses to earn your CAGS in Nonprofit Leadership.

HOW YOU’LL BENEFIT:

- Learn how to manage all facets of an efficient, streamlined nonprofit organization
- Improve your employability, upward mobility, and ability to interact with senior management
- Build real-world knowledge and skills focused specifically on the nonprofit world
- Gain the perspective of MBA Assumption’s ethics-across-the-curriculum approach

NONPROFIT LEADERSHIP COURSES: *(see full descriptions on reverse side)*

MBA901 - Strategic Planning and Implementation for Nonprofit Organizations*

MBA902 - Fundraising for Nonprofit Organizations

MBA903 - Marketing and Public Relations for Nonprofit Organizations

MBA904 - Financial Management for Nonprofit Organizations

MBA905 - Leadership and Human Resource Management for Nonprofit Organizations*

MBA906 - Governance, Executive Leadership and Ethics in Nonprofit Organizations*

MBA907 - Accounting for Nonprofit Organizations

** pending final approval*

FOR MORE INFORMATION

**Contact: Jeff Hunter, MBA Assumption Program Director,
e-mail: jhunter@assumption.edu, phone: (508)767-7246**

MBA COURSE DESCRIPTIONS / NONPROFIT LEADERSHIP CONCENTRATION

MBA901 - STRATEGIC PLANNING AND IMPLEMENTATION FOR NONPROFIT ORGANIZATIONS*

This course will introduce the role and functions of nonprofit, voluntary, and philanthropic organizations, as well as the nature of strategy and strategic planning as it applies to entities in this sector. Students will learn analytic techniques, planning, and specific strategic models appropriate to various economic, competitive, and sector-specific conditions. The strategy change cycle in the nonprofit sector will be explored, as will implementation and assessment techniques. *Prerequisite: None* 3 credits

MBA902 - FUNDRAISING FOR NONPROFIT ORGANIZATIONS

Students who complete the course will understand the various approaches to raising funds for nonprofit, governmental, or social service organizations for which the typical methods of business revenue generation (sales of products and services, venture capital, and loans) are not practical or desirable. Ethical fundraising practices and those consistent with the mission of the organization will be stressed. Topics pertinent to the current regulatory climate will be presented. *Prerequisite: None* 3 credits

MBA903 - MARKETING AND PUBLIC RELATIONS FOR NONPROFIT ORGANIZATIONS

This course will examine marketing and public relations theory and practice in the context of the nonprofit sector, and will explore the ways in which strategic communications campaigns support mission attainment and increase public accountability for nonprofit organizations. Cases will illustrate public relations processes and marketing strategies that effectively identify organizational strengths, create value for the public, and communicate the value of organizations to a broad range of stakeholders. *Prerequisite: None* 3 credits

MBA904 - FINANCIAL MANAGEMENT FOR NONPROFIT ORGANIZATIONS

This course presents a description of the financial management techniques appropriate to nonprofit, voluntary, and philanthropic organizations. Operational budgeting, financial planning, nonprofit accounting, pricing, capital budgeting, and investment strategies will be considered in detail. *Prerequisite: None* 3 credits

MBA905 - LEADERSHIP AND HUMAN RESOURCE MANAGEMENT FOR NONPROFIT ORGANIZATIONS

This course presents theories of leadership, organizational development, organizational behavior, and their application to nonprofit, voluntary, and philanthropic organizations. In addition, students are exposed to basic practices of and issues in hiring, compensation, training, and performance evaluation as they apply to this sector. The role, value, and dynamics of volunteerism and diversity are explored. *Prerequisite: None* 3 credits

MBA906 - GOVERNANCE, EXECUTIVE LEADERSHIP, AND ETHICS IN NONPROFIT ORGANIZATIONS*

This course focuses on the history, role, and functions of nonprofit boards with respect to providing leadership at the organizational, community and societal levels. Emphasis is placed on how boards in partnership with executive leadership achieve the mission and vision of nonprofit organizations. Nonprofit sector boards are contrasted with public and for-profit sectors. Board development is considered, as is how boards embody, establish, and monitor organizational values such as trust, stewardship, service, volunteerism, civic enjoyment, freedom of association, and social justice. *Prerequisite: None* 3 credits

MBA907 - ACCOUNTING FOR NONPROFIT ORGANIZATIONS*

This course explores current accounting principles designated for not-for-profit organizations such as hospitals, colleges, voluntary health and welfare organizations and fraternal organizations. Recent pronouncements covering financial reporting, pledges and revenue recognition, and cost allocation is covered and discussed. The relationship between traditional fund accounting and the new financial statement format is covered. *Prerequisite: None* 3 credits

* pending final approval

“My experience in the MBA program was **very positive**. The classes are small, the curriculum is flexible, and professors reach out to every student individually.” - JACKIE FOLEY, MBA '07



www.assumption.edu/graduate

500 SALISBURY STREET, WORCESTER, MA 01609, (888)882-7786, (508)767-7387, FAX (508)767-7030, EMAIL: GRADUATE@ASSUMPTION.EDU