



Graduate Certificate in Nonprofit Management & Leadership

The Lawrence Tech Nonprofit Graduate Certificate Program seeks to fill the projected shortage in trained nonprofit executives over the next ten years which has been documented by a 2006 study entitled *The Nonprofit Sector's Leadership Deficit*. A summary of this study can be found at: http://www.bridgespangroup.org/kno_articles_leadershipdeficit.htm

The 12 credit Graduate Certificate in Nonprofit Management and Leadership is designed for the experienced professional who seeks to learn the latest in what is needed to lead and manage today's charitable nonprofit organization. Students participating in our graduate courses come from all walks of life including corporate, government and nonprofit sectors. Many have a master's degree. All are looking for an intensive exposure to the latest in nonprofit management education and an understanding of its application in our society. Our coursework is designed to provide a rigorous and engaging learning experience which balances theory with practice. These courses are taught in a compressed hybrid format which is a combination of on-line learning and two on-ground weekend sessions held at the NMC University Center campus in Traverse City.

Three nonprofit management courses make up nine of the twelve credits required for the Graduate Certificate in Nonprofit Management and Leadership. The fourth course is an elective that the student will select from our MBA curriculum.

Term: Fall 2009

Course	Title	Course Start Date	On-Ground			Course End Date
			Weekend Session Meeting Dates			
MGT6073	Strategic Nonprofit Management	Sept 4	Sept 11-12	Online	Oct 23-24	Oct 29
MGT6083	Comprehensive Fund Development	Oct 30	Nov 6-7	Online	Dec 18-19	Dec 24

Term: Spring 2010

MGT	MBA Elective * <i>See Site Manager for Options</i>	Jan 8	TBD	Online	TBD	Mar 4
MGT6033	Leading Change/Building Capacity for Nonprofits	Mar 5	Mar 12-13	Online	Apr 23-24	Apr 29

* Students will select from the Lawrence Tech MBA curriculum offered on-site in Traverse City to fulfill this elective course requirement. The elective course can be completed any time after completion of two of the nonprofit courses and does not have to be taken in the above sequence. In addition to this Jan-Mar 2010 timeframe, there will be many elective courses to choose from after Spring Term.

CERTIFICATE PROGRAM STRUCTURE

- 12 credit Certificate consists of four graduate-level courses; 3 credits each
- Each 8-week course includes an on-line learning component and 2 weekend on-ground sessions.
- Each course begins 1 week prior to the first on-ground session and ends approximately 1 week after the second on-ground session.
- The on-ground sessions are held at the NMC University Center in Traverse City.
- On-Ground Sessions meet Fridays 6-9pm & Saturdays 8:30am-3:30pm on dates listed in bold print only.
- Offered in a Cohort Format meaning students will progress through the program with the same group of classmates.

For Further Information, please contact:
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MGT6073 **Strategic Nonprofit Management**

This graduate-level course is designed to provide students a comprehensive understanding of nonprofit management and social enterprise and how it relates to the business and government sectors of our society. This course reviews best practices and latest thinking on areas of management essential to effective leadership of today's nonprofit organization. The areas addressed include governance, fund development, financial accountability, social marketing and volunteer management. Woven through the course are the key themes of social responsibility and multi-sector collaboration. It is the blending of these themes with the core business competencies, which creates the innovative educational aspects of this course.

In This Course, Explore:

- What leading experts say about the future of our society and role of nonprofits
- The differences and similarities between the nonprofit and for-profit sectors
- Best practices and latest thinking on core nonprofit management competencies such as;
 - Governance
 - Legal Environment
 - Fund Development
 - Financial Management
 - Outcome Measurement and Program Assessment
 - Marketing, Public Relations and Social Marketing
 - Staff and volunteer management
 - Public Policy Advocacy & Lobbying
- The value and types of strategic collaboration between nonprofits, businesses and government, and how they can be effectively managed.

MGT6083 **Comprehensive Fund Development**

This graduate-level course is designed to provide a comprehensive understanding of fund development for charitable 501(c) 3 nonprofit organizations. It addresses basic principles and skills of all areas essential to a complete fund development program and introduces unique management competencies of each. This course is a 3-credit graduate course of Lawrence Tech University. In addition, all persons who complete this course earn credit from The Fund Raising School at Indiana University for the Certificate in Fund Raising Management (CFRM).

In This Course, Explore:

- The role of strategic planning
- Management of a comprehensive fund development program
- Research and prospect identification
- Creating the annual fund
- Developing major gifts
- Building planned giving
- Soliciting effectively

MGT6033 **Leading Change/Building Capacity for Nonprofits**

This graduate-level course is designed to provide students a comprehensive understanding of how to lead and sustain change, and build capacity, in a nonprofit organization. Students will learn to appreciate the benefits of a strong organizational vision and how it links to nurturing and achieving change implementation.

This course provides the conceptual framework and tools to lead and deal with the organizational change needed to pursue capacity building strategies. Students will examine both social and organizational level change that provides the foundation to lead a change initiative. Students will be introduced to the field of capacity building: its key players, concepts, and theories. It addresses basic competencies, principles and skills necessary to bring about change and build capacity at the individual, organizational, multi-organizational, and global capacity levels.

In This Course, Explore:

- Stakeholder versus Shareholder Governance Models
- Effective Leadership Competencies
- Methodologies for leading group change (e.g. Kotter's 8-Step Model, Appreciative Inquiry, Question Thinking - Learner versus Judger Model, Whole System Strategic Planning, Future Search, Balanced Scorecard etc)
- Capacity Building: Individual, Organizational, Multi-Organizational, and Global
- Roles and Responsibilities of Nonprofit Boards and Executives
- Linkage between organizational vision and change implementation