

**COURSE CODE:** BUAD 341**COURSE TITLE:** Introduction to Non-Profit Management

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**Calendar Description**

This course is designed to introduce students to the areas of responsibility of managers of non-profit organizations and is intended to provide a broad overview of the management challenges of the non-profit sector. Topics include scope and function of the non-profit sector, an overview of financial management, human resources management, strategic planning, and marketing functions within the non-profit sector. Specific issues are emphasized, such as accountability, board selection, volunteer management, and fund-raising.

**Prerequisite(s):** Minimum Third year standing in the BBA Program**Co-requisite(s):** None**Prerequisite For:** None**Substitutable Courses:** None**Graduation Requirement:** BBA, Management Specialty - Elective

BBA - Elective

**Transfer Credit:** N/A**Special Notes:** Students with credit for BUAD 339 Topic: Introduction to Non-Profit Management cannot take this course for further credit.**Credits:** 3**Hours per Week:** 3**Originally Developed:****EDCO Approval:** May 2010

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**CHAIR'S APPROVAL:** 

## Learning Outcomes

Outcome	Upon completion of this course students will be able to:
1	<b>Explain</b> the existence of the third sector according to an ideal or assumed set of facts or principles.
2	<b>Demonstrate</b> an understanding of the specificities of the non-profit sector.
3	<b>Identify</b> the challenges and main management issues of the non-profit sector.
4	<b>Understand</b> the principles of leadership and strategic management in a mission-based organization.
5	<b>Identify</b> the roles and responsibilities of the board.
6	<b>Recognize</b> the specific role of each management function (marketing, human resource, finance) in effectively managing a non-profit organization.
7	<b>Describe</b> the main tools and methods used in non-profit marketing and fundraising.
8	<b>Describe</b> the main strategies to recruit, develop, and supervise personnel in a non-profit environment.
9	<b>Describe</b> the main characteristics of financial management in a non-profit organization.
10	<b>Discuss</b> the main tools to evaluate the performance of a non-profit organization.

## Course Objectives

Objectives	This course will cover the following content: See weekly course schedule below
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## Professors

Name	Phone Number	Office	Email
Kyleen Myrah (Course Captain)	250-575-9433 (cell)	E221	<a href="mailto:kmyrah@okanagan.bc.ca">kmyrah@okanagan.bc.ca</a>

## Evaluation Procedure

Type of Assessment	Weight	Team or Individual Grade
Team Charter & Team Evaluation	2.5 %	Team
Case Study	20 %	Team
Research Proposal	2.5 %	Team
Research Presentation	15 %	Team
In-class Exam	30 %	Individual
Peer Review	5 %	Individual
Online Journal Reflection (5 posts)	25 %	Individual
<b>Total</b>	<b>100 %</b>	<b>60% Individual / 40% Team</b>

### Required Materials

Seel, K., & Knutsen, W. (2023). Management of Non-Profit and Charitable Organizations in Canada, 5<sup>th</sup> edition. Toronto: LexisNexis Canada Inc. Available in a digital and hard copy format.

**Note:** the updated edition contains new chapters and updated content not found in previous editions which will be examinable and important for course assignments.

Assigned Readings as posted on course website.

### Artificial Intelligence (AI) Policies for this course:

#### **Generative AI tools are permitted with specific restrictions**

- Students are permitted to use AI tools for formative work such as gathering information or brainstorming but may not use them for any assessed work or final submission. Whenever generative AI tools are used, they must be appropriately cited. (See [How to cite ChatGPT \(apa.org\)](#))
- Students can use AI tools to assist in proofreading, grammar checking, and language refinement for written assignments where the student has composed the first draft. Students should keep in mind that AI revisions are only suggestions and that they are ultimately responsible for the quality of their submissions. Students may be asked by their instructor how they interacted with AI tools and be prepared to explain and justify their process.
- It is expected that specific data and information delivered by the Generative AI tool(s) is checked for accuracy and that the original source is cited in the research project. Failure to follow these guidelines would be considered academic misconduct and have serious consequences, including but not limited to, a grade of zero on the assignment or assessment or a grade of zero in the course.

Course Schedule: (Subject to change at the discretion of the professor)

Date		Topic	Text	Activity
<b>2024</b>				<b>Bold</b> indicates assignment due
Sept	5	<b>Introduction</b> <b>Nonprofit Organizations in Canada</b> <b>Introduction to Non-Profit Lifecycle</b>	Ch. 1 Ch. 2	
Sept	12	<b>Governance Process</b> <b>Ellen Boelke Guest Speaker</b>	Ch. 3	<b>Journal Post 1 due</b> <b>Teams formed</b>
Sept	19	<b>Resource Development</b> <b>FSA Case Study</b>	Ch. 7	<b>Team Charter &amp; Evaluation due</b>
Sept	26	<b>Strategic Management, Planning &amp; Organizing</b>	Ch. 8	
Oct	3	<b>Incorporating and Managing a Social Enterprise in Canada</b>	Ch. 15	<b>Journal Post 2 due</b>
Oct	10	<b>Legal Context</b>	Ch. 5	
Oct	17	<b>Executive Level Management</b>	Ch.4	<b>Case Study Due</b>
Oct	24	<b>Financial Management</b> <b>Outcome Measurement</b>	Ch. 11 Ch 10	<b>Journal Post 3 due</b>
Oct	31	<b>Human Resources in Nonprofit Management including Volunteers</b>	Ch. 12	<b>Research Team Proposal Due</b>
Nov	7	<b>Nonprofit Community Relations</b> <b>Exam Prep</b>	Ch. 6	<b>Journal Post 4 due</b>
Nov	14	<b>Exam</b>		<b>In-Class Exam</b>
Nov	21	<b>Nonprofit Panel</b> <b>Indigenous considerations in the nonprofit sector</b>	Ch. 16	
Nov	28	<b>Evaluation in the Nonprofit Sector</b> <b>Social Accounting</b>	Ch 9 Ch. 14	<b>Journal Post 5 due</b>
Dec	5	<b>F2f or Asynchronous Presentations</b> (no final exam in this course)		<b>Research Team Presentations</b> <b>Peer Review Due</b>

## Skills Across the Business Curriculum

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## Student Conduct and Academic Honesty

### What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.