The George Washington University
Trachtenberg School of Public Policy and Public Administration

PPPA 6031 - GOVERNING AND MANAGING NONPROFIT ORGANIZATIONS
(FALL, 2018)

(Rev. 7/19/18)

GENERAL COURSE INFORMATION

PPPA 6031.10 (CRN 22734)
Governing and Managing Nonprofit Organizations
Fall, 2018, Mondays, 6:10 – 8 pm

PROFESSOR INFORMATION

Michael J. Worth
Professor of Nonprofit Management
Office: 805 21st Street, NW, #601-S, Washington, DC 20052
E-mail: mjworth@gwu.edu

Office hours: Fall, 2018: Mondays, 3-5 pm, Tuesdays 3-5, and by appointment. Students are encouraged to make an appointment, even during regular office hours. Email is the best way to contact the professor for a prompt reply.

COURSE DESCRIPTION

This course provides a comprehensive overview of principles related to the governance and management of nonprofit organizations. Topics considered include the historical, legal, and social foundations of the nonprofit sector; developing organizational strategy and capacity; managing staff, boards, and volunteers; financial management; fundraising, marketing, communications, and advocacy; collaboration, partnerships, and mergers; accountability and performance management; earned income activities; social entrepreneurship and innovation; and policy issues affecting the nonprofit sector. The emphasis is on nonprofit organizations in the United States. There is no course prerequisite.

INTENDED AUDIENCE

This course is appropriate for students planning or considering careers in the nonprofit sector as well as individuals employed in nonprofit organizations who seek to expand their knowledge in order to advance to more senior management roles. It is a required course for Master of Public Administration students concentrating in nonprofit management and for students enrolled in the Graduate Certificate in Nonprofit Management program. It is also appropriate as an elective for other students who desire an understanding of the field.
LEARNING OUTCOMES

Students completing the course will be able to: 1) Describe the unique characteristics and values of the nonprofit sector; 2) Describe differences among various sub-sectors; 3) Identify organizational opportunities and problems and propose strategic approaches; 4) Recognize the major challenges in governing and managing nonprofit organizations and identify models and tools that may be applicable in various situations; 5) Identify alternative strategies for revenue generation; and 6) Explain the key policy issues affecting the future of organizations and management in the nonprofit sector.

METHODS OF EVALUATION

20% of course grade: class participation

Students are expected to attend class and participate in discussion. Attendance will be taken in each class session. Excessive absences will negatively affect the course grade. Attendance policies follow those of the Trachtenberg School of Public Policy and Public Administration.

40% of course grade: brief papers

Twice during the semester, the professor will assign questions related to a case. The written assignment will require students to compare, contrast, and analyze concepts and issues related to the case, drawing on readings and class discussion. Answers are to be written at home. The assignment will be discussed in the class session when the paper is due. The paper may not exceed five (5) pages, double-spaced. Each brief paper counts for 20% of the course grade. The paper must be submitted electronically no later than the beginning of the class session in which it is discussed. The professor will provide instructions on how to submit the paper. The cases must be purchased from the Harvard Business School site for $4.25 each (see detailed instruction under Required Reading, below).

40% of course grade: Course paper or project

Students will complete a course paper or a project, on a topic of their choosing that is related to the course. The paper or project may take several forms, as explained in the Attachment to this syllabus.

Students are strongly encouraged to identify the topic of their paper or project as early in the semester as possible, not later than week 8. Formal approval of the topic is not required, but students are encouraged to discuss their ideas with the professor via email or during office hours to make sure that it is appropriate. Topic ideas also will be discussed in class.

Students should be prepared to give a brief (5-10 minutes) summary of their work in class, as called upon, beginning in session 13, with the understanding that the work may not be completed by that time. The completed paper/project must be submitted electronically no later than the beginning of the last class period. The professor will provide instructions on how to submit the paper.

POLICIES

This course follows established policies of the University and Columbian College, including the policy on class attendance (http://registrar.gwu.edu/university-policies#attendance), the policy on religious holidays (http://registrar.gwu.edu/university-policies#attendance), and the policy on disabilities (http://registrar.gwu.edu/university-policies#attendance). Students with disabilities are encouraged to seek