AnyForm User: www.uky.edu
AnyForm Server: www.uky.edu (/www/htdocs/AnyFormTurbo/AnyForm.php)
Client Address: 128.163.124.87

College/Department/Unit: = PA 662
Category: = New
Recommendation_is:_ = Approve
Investigator: = Andrew Wood
E-mail_Address = andrew.wood@uky.edu
1__Modifications: =
2__Considerations: = This is a relatively straightforward application. The course has been taught on at least 4 previous occasions as a Special Topics course. Enrollments have been strong and the course is available to graduate students in other schools and programs. A detailed sample course syllabus is attached.
3__Contacts: = Brief discussion with Sarah Lee in the Martin school concerning previous enrollments and the availability of the course to graduate students beyond the Martin school (see above).
4__Additional_Information: =

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APPLICATION FOR NEW COURSE

1. Submitted by College of ___________________________ Date 11/15/07
   The Graduate School _______________________________________
   Department/Division offering course The Martin School of Public Policy and Administration

2. Proposed designation and Bulletin description of this course
   a. Prefix and Number PA 662  
   b. Title* Non-Profit Management
      *NOTE: If the title is longer than 24 characters (including spaces), write
      A sensible title (not exceeding 24 characters) for use on transcripts
   c. Lecture/Discussion hours per week 3
   d. Laboratory hours per week 0
   e. Studio hours per week
   f. Credits 3

3. Course description
   A graduate level management course focusing on the most significant tenets of management, including those that
differentiate a non-profit organization from others. Theory and practice will be included. Students will select a nonprofit
organization to explore and evaluate specific management functions.

4. Prerequisites (if any)
   MPA program status or permission of the instructor.

5. May be repeated to a maximum of ________________ (if applicable)

4. To be cross-listed as
   Prefix and Number ___________________________ Signature, Chairman, cross-listing department

5. Effective Date Spring 2006 (semester and year)

6. Course to be offered
   □ Fall  □ Spring  □ Summer

7. Will the course be offered each year?
   (Explain if not annually)  □ Yes  □ No

8. Why is this course needed?
   A number of MPA students have a specialization in non-profit management and take this course. Students from other
departments also enroll.

9. By whom will the course be taught?
   Jack Blanton or Dwight Denison

10. Are facilities for teaching the course now available?
    If not, what plans have been made for providing them?
    □ Yes  □ No
APPLICATION FOR NEW COURSE

10. What enrollment may be reasonably anticipated? 15

11. Will this course serve students in the Department primarily? ☐ Yes ☐ No

Will it be of service to a significant number of students outside the Department?
If so, explain.
☐ Yes ☐ No

There may be students from Social Work, Community and Leadership Development or other programs who will take this course as an elective.

Will the course serve as a University Studies Program course?
☐ Yes ☐ No

If yes, under what Area?

12. Check the category most applicable to this course

☒ traditional; offered in corresponding departments elsewhere;
☐ relatively new, now being widely established
☐ not yet to be found in many (or any) other universities

13. Is this course applicable to the requirements for at least one degree or certificate at the University of Kentucky?
☐ Yes ☐ No

14. Is this course part of a proposed new program:
If yes, which?
☐ Yes ☐ No

15. Will adding this course change the degree requirements in one or more programs?*
If yes, explain the change(s) below
☐ Yes ☐ No

16. Attach a list of the major teaching objectives of the proposed course and outline and/or reference list to be used.

17. If the course is a 100-200 level course, please submit evidence (e.g., correspondence) that the Community College System has been consulted. ☐ Check here if 100-200.

18. If the course is 400G or 500 level, include syllabi or course statement showing differentiation for undergraduate and graduate students in assignments, grading criteria, and grading scales. ☐ Check here if 400G-500.

19. Within the Department, who should be contacted for further information about the proposed course?

Name    Dwight Denison (faculty) or Sarah Lee (staff)                     Phone Extension 7-5594

*NOTE: Approval of this course will constitute approval of the program change unless other program modifications are proposed.
SYLLABUS
Special Topics in Public Administration:
NON-PROFIT MANAGEMENT — PA 795-402
To be changed to: PA 662
Martin School of Public Policy and Administration
University of Kentucky
Spring Semester 2007

Tuesdays from 6:00 p.m. to 8:30 p.m. in the Patterson Office Tower, Room 110
Professor Jack C. Blanton, Ph.D.


COURSE OBJECTIVES AND REQUIREMENTS: This is a graduate management course focusing on the principles of management. This is not a theory course although large doses of management theory will be introduced throughout the term. Moreover we will focus on management functions applicable to all organizations, and then we will identify those management activities that differentiate the nonprofit organization from other organizations. The course is also a “how to” course; it will blend management theory with practical experience. Each student will be asked to select a nonprofit organization in the Lexington area for empirical observation and study of its management practices. The student will be asked to spend several hours each week in her or his chosen nonprofit organization exploring and evaluating specific management functions, and then reporting on them for the benefit of the entire class. Each student also will be asked to present a brief lecture to the class on a specific aspect of nonprofit management. The course requires extensive reading and writing assignments directed to improving the students’ skills of observation, thinking, writing, communicating orally, and analyzing. All of these skills essential for sound research. Brief lectures by the professor and group discussions along with class presentations will take up a large portion of each class period. Also, individuals prominent in their fields will be invited to speak to the class throughout the semester.

LEARNING OUTCOMES: At the completion of the course the student should have an understanding of the following items applicable to the management of nonprofit organizations:

1. Terminology in the field
2. Evolution and importance of the nonprofit sector in America
3. The unique nature of the nonprofit sector as distinguished from the other sectors
4. Legal foundation underpinning of nonprofit organizations
5. Missions statements
6. Strategic planning differentiated from other types of planning
7. Leadership theories and differences between leaders, managers and supervisors
8. Theories for the design of effective and efficient organizations
9. Board governance and the roles of stakeholders
10. Roles of volunteers and their value to the organization
11. Effective communication inside and outside the organization
12. Importance of public relations, marketing and crisis management
13. Motivational theories and their application to nonprofit personnel
14. Revenue sources and the importance of private donations
15. Financial management including budgeting, accounting and auditing
16. Monitoring and controlling organizational performance
17. Current trends, issues, and challenges of consequence today

**Tues. Jan. 16th**

**Introduction to the Class: Class objectives, requirements and the grading system.**

**Handouts to be passed out and read in class on this day:**
(2) “Peter Drucker on Leadership.”

**Tues. Jan. 23rd**

**The Nonprofit Environment: The world of nonprofits.**

**Reading assignment for this class period (read prior to class):**

**Tues. Jan. 30th**

**Managing the Nonprofit Organization: Managers and managing.**

**Reading assignment for this class period:**

**Tues. Feb. 6th**

**Organizing to Manage the Nonprofit Organization: The organizing function.**

**Reading assignment for this class period:**
(1) Chapters 8 and 10 in the textbook.
Leadership of the Nonprofit Organization: Leaders and managers.

Reading assignment for this class period:
(1) Chapter 7 in the textbook.

Leadership (Continued) and Decision Making in the Nonprofit Organization: Understanding leaders and decision making.

Reading assignment for this class period:
(1) Chapter 5 in the textbook.

Management of Nonprofit Volunteers: Problems often surrounding nonprofit volunteers.

Reading assignment for this class period:
(1) Read Chapter 11 in the textbook.

Tues. Mar. 6th

Motivation in the Nonprofit Organization: Motivating people in the work place.

Reading assignment for this class period:
(1) Chapters 6 and 2 in the textbook.
(3) “The Seven Deadly Demotivators” by Dean R. Spitzer, American Management Association, Nov., 1995.
(7) “How To Get Your Employees To Do What They Are Supposed To” by Robert Half.

TAKE-HOME MID-TERM EXAM DUE ON THIS DAY

Tues. Mar. 13th

Spring Break

Tues. Mar. 20th

Communicating in the Nonprofit Organization: Communication—the glue that holds and organization together.

Reading assignment for this class period:
(1) Chapters 9 and 13 in the textbook.

Tues. Mar. 27th

Marketing and Fund Raising for Nonprofit Organizations: Publicizing the nonprofit organization and finding the funds to support it.

Reading assignment for this class period:
(1) Chapter 3 in the textbook.

**Tues. Apr. 3rd**

**Planning in the Nonprofit Organization: Planning, and then there is strategic planning.**

**Reading assignment for this class period:**

1. Chapter 12 in the textbook.

**Tues. Apr. 10th**

**Human Resource (HR) Management in the Nonprofit Organization: HR management applicable to nonprofits.**

**Reading assignment for this class period:**

1. Chapters 1 and 4 in the textbook.

**Tues. Apr. 17th**

**Financial Management of the Nonprofit Organization: Financial management, budgeting, accounting and auditing.**

**Reading assignment for this class period:**


**Tues. Apr. 24th**

**Controlling the Nonprofit Organization: Control and accountability in the nonprofit organization.**

**Reading assignment for this class period:**

**Tues. May 1st**

**FINAL PAPER AND PRESENTATION ON THIS DAY**

**THE GRADING SYSTEM:** The grading system is based on a point system with 1,000 points possible. Grades will be awarded based on the following scale.

- 910-1000 = A
- 810-909 = B
- 710-809 = C

Since the class only meets once each week, class attendance is very important. Therefore 200 points are given for class attendance and participation. **Students are expected to attend every class.** If for some **sufficient** reason a student cannot possibly be in class, please advise the professor **in advance** of the class, stating why it will be impossible to attend. There will be a final term paper and oral presentation in lieu of a final exam. The term paper will be worth 250 points and the oral presentation will be worth 150 points. Written synopsis of assigned reading materials and critiques of the management practices of the organization with which you are working will be worth 100 points. One class lecture which each student will be expected to present will be worth 100 points. There will be a take-home mid-term exam covering the class lectures and assigned readings. This exam will be worth 200 points.

The point totals are summarized below.

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tr>
<td>Class attendance and participation</td>
<td>150</td>
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<tr>
<td>Final Paper</td>
<td>250</td>
</tr>
<tr>
<td>Final Oral Presentation</td>
<td>150</td>
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<tr>
<td>Written Assignments</td>
<td>150</td>
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<tr>
<td>Your Class Lecture</td>
<td>100</td>
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<tr>
<td>Mid Term Exam</td>
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<tr>
<td><strong>Total</strong></td>
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