

BUSINESS (BUS)

BUS A086N

54 Hours (54 lecture hours)

Not-for-Profit Management Noncredit

Grading Mode: P/NP/SP Non-Credit, Letter Non-Credit

This noncredit course utilizes the many dimensions of business in conjunction with regulatory issues required for the challenges and opportunities of Not-for-Profit entities with a focus on communication and critical thinking skill development for leaders. Explores areas of strategic planning, financial management, capacity building, program evaluation, data management and analysis, legal and ethical issues of compliance, fundraising, governance practices, and volunteer and board development in their relation to the accountability, transparency, and persuasiveness of a Not-for-Profit entity. Topics will also include community outreach, endowments and grants, reporting obligations and other legal considerations. Not applicable to AA or AS degree.

BUS A087N

54 Hours (54 lecture hours)

Not-for-Profit Marketing Noncredit

Grading Mode: P/NP/SP Non-Credit, Letter Non-Credit

A noncredit course that surveys of the major marketing and branding topics especially for Not-for-Profit entities and new to mid-level professionals. Explores external communications, message development, and conveying the message and mission of the Not-for-Profit. Topics will include communication across a variety of platforms, social and digital media, public events, and one-on-one networking, and fundraising. Not applicable to AA or AS degree.