



MASTER OF SCIENCE IN BUSINESS COMMUNICATION (33 Hours)

Name _____	Address _____
_____	_____
ID Number _____	Telephone _____
Entry Date _____	Email _____
Notes: _____	

CURRICULUM

NONPROFIT ADMINISTRATION CONCENTRATION

Required Core Courses (21 Hours):

_____	_____	MSBC 611	Research Methods	3 Cr
_____	_____	MSBC 618	Integrated Marketing Communication	3 Cr
_____	_____	MSBC 623	Organizational Leadership	3 Cr
_____	_____	MSBC 628	Ethics and Business Decision Making	3 Cr
_____	_____	MSBC 648	New Media in Organizations	3 Cr
_____	_____	MSBC 655	Organizational Development and Change	3 Cr
_____	_____	MSBC 700	MSBC Capstone Course	3 Cr

Concentration (12 Hours):

_____	_____	MSBC 656	Nonprofit Management	3 Cr
_____	_____	MSBC 657	Financial Management for Nonprofit Organizations	3 Cr
_____	_____	MSBC 658	Proposal Development and Grants Administration	3 Cr
_____	_____	MSBC 659	Fundraising and Marketing	3 Cr



MSBC Nonprofit Administration Concentration



Required Courses (21 Credits)

- Research Methods
- Integrated Marketing Communication
- Organizational Leadership
- Ethics and Business Decision Making
- New Media in Organizations
- Organizational Development and Change
- MSBC Capstone Course

Elective Courses (12 Credits)

- Nonprofit Management
- Financial Management for Nonprofit Organizations
- Proposal Development and Grants Administration
- Fundraising and Marketing

NONPROFIT MANAGEMENT

The purpose of the course is to examine the role and importance of the nonprofit sector in the economy, and the range of services these organizations offer. Students studying nonprofit management will learn about the governance of nonprofit organizations and how different leadership styles can impact the viability of these organizations. Additionally, students will develop skills to motivate, inspire and employees to achieve personal and organizational goals.

FINANCIAL MANAGEMENT FOR NONPROFIT ORGANIZATIONS

Given the dependence on donor support through pledges, grants and endowments, finance managers are expected to know how to effectively manage the finances of nonprofit organizations in regulated environments. Students learn to manage issues involved in cash flow management, cost analysis, investment management, and strategic financial analysis. Students will be taught how to communicate their work to audiences in formal and informal settings.

PROPOSAL DEVELOPMENT AND GRANTS ADMINISTRATION

The purpose of this course is to teach competencies in preparing professional, competitive and compelling grant proposals. Students will learn how research and pursue available grants and the legal and ethical responsibilities associated with grants management.

FUNDRAISING AND MARKETING

Students will learn the skills to become successful fundraisers and how to implement fundraising strategies utilizing special events, corporate partnerships, major gifts, capital campaigns and planned giving. Students will also learn how to design and implement marketing plans and how to employ traditional and contemporary marketing tactics to achieve the desired goals. Students will be required to demonstrate oral and written presentation skills as a part of the assessment in the course.

For details about the program,
call (502) 585-9911 ext. 2630 or
email oblackman@spalding.edu

