

166 Bedford Highway, Halifax, NS, B3M 2J6 902-457-6788

Certificate in Community Leadership 2022/2023

Student name: _____ Student number: _____
 Faculty advisor: _____ Date: _____

The following courses are required to complete the Community Leadership Certificate program. Please check off each course as you complete it. Also, check off any transfer credits you have been given upon entering the program by putting a "T" in the space beside the course.

√	Course Requirements		Units
	BUSI 2230	Principles of Marketing	0.5
	BUSI 2601	Introduction to the Community Sector	0.5
	BUSI 3338	Not-for-Profit Marketing	0.5
	BUSI 3602	Community Leadership: People Management	0.5
	BUSI 3603	Community Leadership: Governance & Strategy	0.5
	BUSI 3604	Community Financial Management	0.5
	Arts/Science elective		0.5
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Total Units			4.0

Some electives may have additional prerequisites. Students should carefully plan their electives as some electives may have additional prerequisites and all of the electives shown are not offered every year.

Courses that do not count as Arts/Science electives in the BBA degree, certificate or diploma include:

- Applied Human Nutrition (NUTR)
- Business Administration (BUSI) unless crosslisted with Political Studies (POLS) or Women's Studies (WOMS)
- Economics unless crosslisted with Political Studies (POLS)
- Information Technology (INTE) unless crosslisted with Computer Studies (CMPS)
- Public Relations (PBRL) unless crosslisted with Communications (COMM)
- Tourism and Hospitality Management

Certificate Admission:

Students can enroll in the Certificate in Community Leadership as a separate program or concurrently with another Mount Program. Both the certificate and degree may be taken concurrently. If taken concurrently, the Principles Governing the Awarding of Multiple Credentials will be in effect. If not earned concurrently, the University regulations regarding a second credential will be in effect.

Admission requirements for the Certificate in Community Leadership are the same as for the certificate in Business Administration. Please refer to academic calendar.

International students wishing to graduate with a Certificate or Diploma in Tourism and Hospitality Management, and later continue on to complete the Bachelor of Tourism and Hospitality Management degree program at MSVU need to meet with your International Student Advisor at the International Education Centre for advice on current immigration considerations prior to making this decision.

The objective of the Certificate in Community Leadership is to give students the knowledge and skills required to work in a senior leadership position in a Community Sector organization. Graduates from the program will be prepared for the following positions in the Canadian Community sector: Executive Director/Chief Executive Officer, Chief Financial Officer, Operations Manager, Program Manager, Marketing Director, Fund Development Director

The certificate may be completed through distance learning on a part-time or full-time basis.

Core Community Courses:

BUSI 2230 Principles of Marketing (0.5 unit)

An introductory course in marketing which uses lectures, discussions, and/or cases, and projects. Key topics include market segmentation, marketing mix, consumer behavior, marketing research, an introduction to marketing math, and forces impacting marketing planning in the modern world.

BUSI 2601 Introduction to the Community Sector (0.5 unit)

An overview of the Community sector in Canada along with the fundamental activities performed in all organizations such as marketing, accounting, human resource management, and strategic planning. It emphasizes the unique characteristics of Community organizations and their administration which separates them from for-profit organizations.

BUSI 3338 Not-for-Profit Marketing (0.5 unit)

Prerequisite: BUSI 3337 or permission of the instructor

An introduction to the issues and problems facing marketers in the not-for-profit and public sectors. The focus will be on understanding and appreciating the special problems facing firms in these sectors and on learning to adapt fundamental marketing principles to suit the special needs of these organizations. Case studies and project work may be required.

BUSI 3602 Community Leadership: People Management (0.5 unit)

Prerequisite: BUSI 2601

A study of the leadership skills needed to manage a Community organization with emphasis on managing employees, and recruiting and managing volunteers. Case studies will be used to develop the critical thinking skills needed to achieve the mission of a Community organization and be financially viable in the Community sector in Canada.

BUSI 3603 Community Leadership: Governance and Strategy (0.5 unit)

Prerequisite: BUSI 2601

A study of the leadership skills needed to manage a Community organization with emphasis on board governance and strategy (fund-raising, strategic planning, and partnership activities with other organizations). Case studies will be used to develop the critical thinking skills needed to achieve the mission of a Community organization in Canada.

BUSI 3604 Community Financial Management (0.5 unit)

Prerequisite: BUSI 2601

An examination of financial management in a Community environment focusing on management rather than technical aspects. Topics include understanding and analyzing financial reports, fund accounting, budgeting, performance management, internal control, risk management, liquidity and cash management, the role of the audit and finance committees, social accounting and accountability, and regulatory requirements for Community organizations.