

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

## Certificate in Nonprofit Leadership

Student name: \_\_\_\_\_ Student number: \_\_\_\_\_  
 Faculty advisor: \_\_\_\_\_ Date: \_\_\_\_\_

The following courses are required to complete the Nonprofit 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 Nonprofit Sector	0.5
	BUSI 3338	Not-for-Profit Marketing	0.5
	BUSI 3602	Nonprofit Leadership: People Management	0.5
	BUSI 3603	Nonprofit Leadership: Governance & Strategy	0.5
	BUSI 3604	Nonprofit Financial Management	0.5
	Elective		0.5
	Elective		0.5
<b>Total Units</b>			<b>4.0</b>

**Electives** may include the following courses. Some electives may have additional prerequisites. All of the electives shown are not offered every year. Students should carefully plan their electives and seek information from their academic advisor about the scheduling of elective courses.

Elective Courses	
BUSI 2250	Business Ethics
BUSI/WOMS 4406	Managing Diversity: Gender and other Issues
CANA/POLS 1101	Critical Perspectives on Canadian Society
COMM/PBRL 2211	Introduction to Public Speaking
COMM 3025	New Media in Public Communication
COMM 3102	Organizational Communication
POLS 2203	Introduction to Public Policy and the Public Interest
POLS 2205	Atlantic Canada: Society and Politics
POLS 2244	Contemporary World Events and Issues
SOAN 2530	Canadian Social Policy
SOAN 2531	Making a Living
WOMS 1110	Focus on Women I

## **Certificate Admission:**

Students can enroll in the Certificate in Nonprofit Leadership as a separate program or concurrently with another Mount Program.

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

The objective of the Certificate in Nonprofit Leadership is to give students the knowledge and skills required to work in a senior leadership position in a Nonprofit Sector organization.

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## **Anticipated Graduate Outcomes:**

Graduates from the program will be prepared for the following positions in the Canadian nonprofit sector:

- Executive Director/Chief Executive Officer
  - Chief Financial Officer
  - Operations Manager
  - Program Manager
  - Marketing Director
  - Fund Development Director
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## **Core Nonprofit 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 Nonprofit Sector (0.5 unit)**

An overview of the Nonprofit 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 nonprofit 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 Nonprofit Leadership: People Management (0.5 unit)**

*Prerequisite: BUSI 2601*

A study of the leadership skills needed to manage a nonprofit 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 nonprofit organization and be financially viable in the nonprofit sector in Canada.

### **BUSI 3603 Nonprofit Leadership: Governance and Strategy (0.5 unit)**

*Prerequisite: BUSI 2601*

A study of the leadership skills needed to manage a nonprofit 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 nonprofit organization in Canada.

### **BUSI 3604 Nonprofit Financial Management (0.5 unit)**

*Prerequisite: BUSI 2601*

An examination of financial management in a nonprofit 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 nonprofit organizations.