



1800 Bronson Blvd., Fennimore, WI 53809 | 608.822.3262 | Toll Free: 800.362.3322 | www.swtc.edu

Nonprofit Leadership Program

Course Curriculum

Semester 1 (spring or fall) (Tuition: \$1,960)

Course #	Course Title	Credits
10-196-300	Foundations and Non-profits	3
Credits: 3 Lecture Hours: 54 Students will gain an introduction into concepts of nonprofit organizations as well as foundation types and their purposes and operations. Students will explore the differences between nonprofits and for-profit organizations as well as the general purpose and principles of foundations.		
10-196-301	Current Trends in Non-profits	3
Credits: 3 Lecture Hours: 54 An introductory course aimed at providing an overview of the essential functions of a nonprofit organization. In this course students are introduced to the fundamentals of effective mission and vision statements, strategic planning, operations management, Board development, and budgeting.		
10-196-302	Non-profit Strategic Planning	3
Credits: 3 Lecture Hours: 54 Analyze current business and development strategies, recognize trends, develop vision and mission statements, identify funding benchmarks, measure business and development efforts against benchmarks, recommend future directions and strategies and stakeholders (with input from program, donors, potential donors). By the end of this course, students will have an opportunity to develop a mock strategic plan for a nonprofit organization.		
10-801-196	Oral/Interpersonal Communication	3
Credits: 3 Lecture Hours: 54 Students demonstrate competency in speaking, verbal and nonverbal communication, and listening skills through individual presentations, group activities and other projects.		

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Semester 2 (summer) (Tuition: \$980)

Course #	Course Title	Credits
10-809-166	Intro to Ethics: Theory & App	3
Credits: 3 Lecture Hours: 54 The learner will engage in the basics of theoretical foundations of ethical thought. Diverse ethical perspectives will be used to analyze and compare relevant issues. Learners will critically evaluate individual, social and/or professional standards of behavior, and apply a systematic decision-making process to these situations.		
10-809-195	Economics * <i>OR</i> *	

Credits: 3 Lecture Hours: 54

Students will develop analytical skills central to how a market-oriented system operates and the factors that influence national economic policy. Students will apply basic concepts and analyses to a variety of contemporary problems and public policy issues. These concepts include scarcity, resources, alternative economic systems, growth, supply and demand, monetary and fiscal policy, inflation, unemployment, and global economic issues.

20-809-287 Principles of Macroeconomics 3

Credits: 3 Lecture Hours: 54

This course provides an introduction to basic economic principles with applications to current economic problems affecting the overall performance of a nation's economy. The course begins with an analysis of the role of markets and prices in an economy. Topics include the causes and consequences of unemployment, inflation, and economic growth; the role of money and banking in the economy; the role of government taxing and spending policies to correct market failure and stabilize the economy; the implications of budget deficits and the national debt; and the implications of an increasingly global economy. This course is designed to meet the need for college transfer credit.

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Semester 3 (fall or spring) (Tuition: \$1,960)

Course #	Course Title	Credits
10-102-130	Management Principles	3

Credits: 3 Lecture Hours: 54

Students explore the challenges faced by the managers of organizations in today's competitive business environment. Students will examine managerial roles and skills as important factors in determining organizational performance. These factors include planning for the future by anticipating changes in the external environment, organizing people into groups, allocating resources to them and motivating them to attain organizational goals.

10-196-303 Non-profit Leadership 3

Credits: 3 Lecture Hours: 54

Students will learn about strategies that leaders use specifically to lead those who work in nonprofit organizations. This will include leading volunteers and effectively leading organizations where the mission is not to increase stakeholder wealth or to create a profit, but rather the strategy and mission is to provide a community service or to be socially

10-196-305 Meeting and Event Planning 3

Credits: 3 Lecture Hours: 54

Students will explore different aspects of planning professional meetings and events, including scheduling, budgeting, marketing, venues, agendas, meeting and event invitations and RSVPs, speakers and presenters, facilitating the meeting, etc. Students will use scheduling software such as Microsoft Outlook and other software programs to assist with planning meetings and events. By the end of this course, students will have an opportunity to develop draft meeting agendas and a mock event plan.

10-196-311 Nonprofit Financial Tools for Decisions 3

Credits: 3 Lecture Hours: 54

The learner will explore relevant reporting tools that lead to enhanced decision-making and precise results. Students will utilize budgeting and financial reports for planning and identification of key performance indicators.

Semester 4 (spring or fall) (Tuition: \$1,960)

Course #	Course Title	Credits
10-102-129	Human Resources Management	3

Credits: 3 Lecture Hours: 54

Students will explore the people dimension of organizations; one of the most challenging aspects of management. Students will develop skills in the processes employed by human resource professionals to ensure employee's abilities are used effectively and efficiently to achieve an organization's goals. The impact of laws and of societal and business trends on human resource functions will be analyzed.

10-196-304	Board Relations and Volunteer Management	3
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Credits: 3 Lecture Hours: 54

A dynamic course that focuses on developing and engaging a cohesive and strategic board of directors. Topics include defining the role of the board, strengthening the working relationship between staff members and board members, and organizing and facilitating effective meetings, publishing meeting minutes, and agreeing on tasks/next steps.

10-196-306	Nonprofit Branding and Marketing	3
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Credits: 3 Lecture Hours: 54

Students will explore: What is nonprofit marketing, inbound marketing for nonprofits, creating a nonprofit marketing plan on a limited budget, and marketing strategies for nonprofit organizations as well as budget considerations for marketing proposals. Students will also explore guerilla marketing techniques, e.g. press releases, blog posts, social media, through the creation of a marketing plan. By the end of this course, students will have an opportunity to develop a mock marketing plan for a nonprofit organization.

10-804-123	Math with Business Applications	3
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Credits: 3 Lecture Hours: 54

Students use real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, and apply math concepts to the purchasing/buying process, the selling process, and apply basic statistics to business/consumer applications.

12**Semester 5** (summer) (Tuition: \$980)

Course #	Course Title	Credits
10-196-307	Nonprofit Revenue Generation 1	3

Credits: 3 Lecture Hours: 54

In this dynamic class you will learn how to: apply fundamental fundraising principles and ethics to your organization strategy, develop a gift agreement(s) for scholarship, designated, field of interest funds, and analyze the planning and execution of a capital campaign to improve your campaigns, and plan and prepare key sections of a grant application.

10-801-136	English Composition 1	3
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Credits: 3 Lecture Hours: 54

This course is designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing and revising are applied through a variety of activities. Students will analyze audience and purpose, use elements of research and format documents using standard guidelines. Individuals will develop critical reading skills through analysis of various written documents.

6**Semester 6** (fall or spring) (Tuition: \$1,960)

Course #	Course Title	Credits
10-196-216	Leading Change	3
Credits: 3 Lecture Hours: 54 Students will learn to resolve challenges and handle the personnel dynamics in facilitating change within an organization.		
10-196-308	Community & Social Service in Nonprofits	3
Credits: 3 Lecture Hours: 54 Many nonprofit organizations use a Customer Relationship Management (CRM) software to manage the relationship between nonprofits and constituents, such as donors, volunteers, and members. In this dynamic class you will learn the basics on identifying the best tool to reach your organization's goals.		
10-196-309	Nonprofit Revenue Generation 2	3
Credits: 3 Lecture Hours: 54 Build revenue streams for your nonprofit organization. They are essential to accomplish the organization mission and provide consistent operations' support. Discover how to increase revenue from your current activities. Develop strategies for building new ones. Know how to effectively set prices or fees. Understand the 20% that generates 80% of your revenue--the necessity to identify and secure lead gifts as a foundation for any campaign. These are basic concepts that will yield greater results.		
10-196-310	NonProfit Leadership Career Experience	3
Credits: 3 Lecture Hours: 0 Occupational Hours: 216 Students can select any hands on experience related to Internship or Field Research relating to the Nonprofit Leadership Development program with instruction supervision. Students will develop skills in the foundations of leadership, with Professional behavior, good communication, and positive interpersonal skills will also demonstrated. Students will also demonstrate knowledge of program TSA's (Technical Skills Attainment). Pre-requisite: NonProfit Leadership 10-196-303		

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Total Credits: 60

Estimated Total Tuition*: \$9,800