

Business 50: Nonprofit Corporations
Course Overview and Syllabus
Spring 24/ 5 Units
Section 64Z / CRN48137
Online Format

Contact Information:

Office Hours:	Thursdays, 3:00 – 4:00 Join me on zoom the meeting ID is 836 1812 5732 Passcode: 527124 You can try this link . You can call in if needed. To phone in use this number: 669 900 6833 and the above meeting ID and passcode.
Email Address:	hilandmary@fhda.edu You can expect a response within 24 hours except over the weekend when I do not check email. If you email over the weekend, you can expect a response within one business day.
Telephone:	(408) 324-4814
Instructor name & Web Site:	Mary Hiland, Ph.D. District email: hilandmary@fhda.edu https://www.hilandconsulting.org

Course Description:

The purpose of this course is to introduce the student to the nonprofit sector, unique characteristics of nonprofit corporations, and key elements of their effective leadership and management. This multimedia, asynchronous online course uses video and podcast episode audios to enhance the learning from the textbook.

This course is also highlighted in three other-than-Business academic programs:

- Certificate of Achievement in Management
- AA in Management
- Certificate of Achievement in Leadership and Social Change.

It also transfers as a lower division (freshman/sophomore) elective to any university as well.

Student Learning Outcome Statements (SLO):

1. Examine the foundation, requirements, characteristics, and elements of effective functioning of nonprofit organizations.
2. Distinguish the roles, interdependence, and impact of a nonprofit governing board as distinct from staff and volunteers.

Materials:

Required Textbook / E-book: Michael J. Worth, *Nonprofit Management: Principles and Practice*, 7th ed., Sage Publications, 2025. It is essential that you get the textbook (ISBN 9781071884089) or the e-book (ISBN 9781071884102) version. Do not use an older edition because there are changes in this newest version and assignments are based on it. [Rent or purchase the e-book](#), a lower cost option, but you can also purchase the paperback via that link.

Technology:

The following technology is required in order to access the course materials. (Note the external link opens in a new window.)

- You will need a **computer** with **high-speed access** to the Internet.
- You must have a **current browser** to view the web-based course materials.
- To access presentation slides, you will need the [Acrobat Reader](#) or some other PDF viewing application.
- You will also need a **personal email address** in order to receive important course announcements. As soon as the course starts, you should receive an email welcome message from the instructor. If that does not occur, you may need to decrease the security on your email or empty your email account (if it is full). You can also set up text alerts in Canvas. These proactive measures will ensure that you receive all important reminders from your instructor.

Requirements:

Reading and Review: Each week you will have reading assignments from the text. I provide slides that summarize the Module's content for your review and to use as a study aid. In addition, depending on the Module, there will be supplemental documents to read, podcast episodes to listen to and videos to watch. You should do assigned reading first, and then review the associated multimedia materials.

Practice: Except for Exam weeks (see below) there is a weekly graded quiz to test your comprehension of the lessons. The quizzes help you determine how well you understand the material, and help you prepare for the exams. You may take the quizzes as many times as you like until the upcoming Exam, after which they'll be closed. Your grade for each quiz will be based on the highest quiz score you achieve.

Examinations: There will be 4 exams to test you on the material you have learned. The exams will be timed, so you will need to be competent in course concepts to complete them. You will not have the time to look up answers. There are no makeup exams, but the exams will be available to you two days before the due date and one day after.

Exam 1 (40 points) covers content from Modules 1, 2, and 3. It is due by **11:59 PM PST the Tuesday of Week 4.** (See Canvas for exact dates.)

Exam 2 (30 points) covers Modules 4, 5, and 6. It is due by **11:59 PM PST the Tuesday of Week 7.**

Exam 3 (50 points) covers Modules 7, 8, and 9. It is due by **11:59 PM PST the Tuesday of Week 10.**

Final Exam (40 points) primarily covers Modules 10 and 11 but also has questions about key concepts drawn from all other Modules. You can access and take the Final from one day before to one day after the due date. You won't have access to it after you take it or start taking it so be prepared to complete it all at once. It is due by **11:59 PM PST on the Wednesday of Week 12 (Finals Week)**.

Discussion Forums: Each week you will be expected to contribute to class discussions. The discussion forums allow you to demonstrate your understanding of course concepts, share your perspectives, and learn from your classmates. Your grades in the discussion forum will be evaluated according to the Discussion Rubric provided in the table below. The instructor may ask you follow-up questions that allow you to improve upon your initial answer. **Use of AI to respond to any questions in discussions is prohibited and will result in a 0 score.** I use an online program that detects AI and I will apply those findings to your discussion grade.

Discussion Rubric - All Criteria Listed Have Equal Importance

Criteria	Full Points	Partial Points	Few – zero Points
Completeness	All questions posed in the assignment are fully answered. All directions have been followed.	All questions are fully answered but answers are very brief, incomplete or some directions were not followed.	Some of the assigned questions are skipped or ignored. No response to another student's post.
Quality: content	Demonstrates thoughtful and thorough response to each question. Thoughtful response to another student's post. Presents a new or alternative perspective.	Gives a complete response but without a new perspective or idea. The response to another student's post is repetitive of another's comment. The thinking presented is unclear or off-topic.	Fails to demonstrate your own thinking. Copies others' ideas closely. Use of AI.
Timeliness	Posts fully in the discussion by the deadline.	Posts a few days after the deadline.	Posts a week or more after the deadline.
Quality: writing	Writing is mature, clear, and easy to read, with proper grammar and punctuation.	Posts are generally clear but contain occasional grammatical errors or typos.	Posts lack clarity due to poor writing or style problems. Very brief response to another's post that doesn't convey an idea.

Tips for Success:

There are many ways that you can demonstrate your understanding of course concepts in this class. Here are some ways that you can boost your performance. I welcome your input!

- Read the textbook and any other documents posted for the module. There are also videos to aid your understanding. Taking notes is recommended.
- Do the quizzes to identify areas in the text to study, and to identify topics that are likely to appear on exams. Make certain to review the textbook (primary source) and other materials for the questions you missed.
- Schedule your work to complete tasks on time. For instance, quizzes completed on time receive points; late quizzes lose points.
- Email the instructor when you don't understand the answer to one of the questions.
- Try to be one of the first few students to answer the discussion group topic, so that you don't have the pressure of reading numerous posts and coming up with something "original".

Lesson Plan: (Where multiple chapters are listed, the course draws excerpts from them all.)

<i>Dates</i>	<i>Lessons</i>	<i>Class Focus</i>
Week 1	Course Orientation; Introductions	Sections Chapters 1, 2, 3
Week 2	Types of Nonprofits	Chapter 2
Week 3	Nonprofit Boards of Directors	Chapter 4
Week 4	Executive Leadership, with a Board	Exam 1; Chapters 4 & 5
Week 5	Board Effectiveness	Chapters 4 & 9
Week 6	Advocacy and Lobbying	Chapter 11
Week 7	Accountability and Measuring Outcomes	Exam 2; Chapter 6
Week 8	Strategic Planning	Chapters 7, 8
Week 9	Budgeting and Financial Management	Chapter 12
Week 10	Fund Development	Exam 3; Chapter 13, 14, 15
Week 11	Marketing and Communication	Chapter 10
Week 12	Final Exam Week	Final Exam

Academic Integrity:

The student's responsibility is to perform to the best of his or her potential in all academic endeavors. This responsibility also includes abiding by the rules and regulations set forth by individual faculty members related to preparation and completion of assignments and examinations. Submission of work that is not the product of a student's personal effort, or work which in some way circumvents the given rules and regulations, will not be tolerated.

It is the student's responsibility to know what constitutes academic dishonesty. Interpretations of academic dishonesty may differ among individuals and groups. However, it is expected that De Anza students will refrain from the behavior outlined. Students who plagiarize, submit the work of others as their own, or cheat on exams will (at minimum) receive a failing grade on that assignment and be reported to college authorities.

Serious cases will receive a failing grade in the class and be reported to college authorities. Ignorance is not an acceptable excuse in a college classroom. If you are uncertain what constitutes acceptable behavior, refer to the De Anza web site on [Academic Integrity](#).

Dropping the Class:

The instructor will drop students who have not logged on and completed an assignment by the end of the first week, as required by the college. Students may also be dropped if they miss an exam deadline (and do not email the instructor regarding an emergency) in the first 8 weeks of the class. The instructor reserves the right to drop students who have missed more than 4 assignments. ***Other than that, students are responsible to drop the course.*** If you mean to drop the course but do not complete the transaction yourself, you can expect to see a grade for the course on your transcript! Students may drop online through the portal. May 31st is the last day to drop classes with a W.

Grading Policies: Assignment Weights

<i>Course Requirement</i>	<i>Point Value</i>	<i>Percentage</i>
Submitting 7 graded quizzes; 1 ungraded quiz.	100	26 %
4 Exams	160	42 %
11 weekly discussions	120	32 %
Total	380	100%

Grade Scale

<i>If Your Canvas Total is</i>	<i>Resulting Grade</i>
97.5% and up	A+
Over 92.5% but <97.5 %	A
Over 89.5% but <92.5%	A-
Over 87.5% but <89.5%	B+
Over 82.5% but <87.5%	B
Over 79.5% but <82.5%	B-
Over 77.5% but <79.5%	C+
Over 69.5% but <77.5%	C (C- grade does not exist)
Over 67.5% but <69.5%	D+
Over 62.5 % but <67.5%	D

Over 59.5% but <62.5%	D-
< 59.5%	F

Support:

<i>Type of Support</i>	<i>How to Get It</i>
Help with Concepts	Email me Mondays through Fridays. (24-hour turnaround is typical except over the weekend.)
Canvas Technical Support	Click the ?Help icon in the left hand column of your screen in Canvas. There is also technical support available from 5:00 PM to 8:00 AM PST, seven days per week. Call 1-844-592-2207.
Online Education Center	Home Page: http://www.deanza.edu/online-ed/ Phone: (408) 864-8969. Hours of operation are posted on the page under the link "About Us."
Students who need Accommodations	<p>The video materials and audio files in this multimedia course have captions or written transcripts available. If you need a different type of accommodation, please let your instructor know at the start of the quarter. De Anza offers many support services to assist students with their needs.</p> <p>If you have, or think you have, a disability in any area such as, mental health, attention, learning, chronic health, sensory, or physical, please contact DSS to arrange a confidential discussion regarding equitable access and reasonable accommodations.</p> <p>If you are registered with DSS and have accommodations set by a DSS counselor, please be sure that your instructor has received your accommodation letter from Clockwork early in the quarter to review how the accommodations will be applied in the course. Contact DSS if you cannot find or utilize your MyPortal Clockwork Portal.</p>

<p>Other resources</p>	<p>Mutual Respect Policy</p> <p>Student Grievance Procedure</p> <p>Student Rights & Responsibilities</p> <p>CARES Emergency Care Fund: https://www.deanza.edu/resources/emergency-funds.html</p> <p>For students with special needs: http://www.deanza.edu/dsps/index.html</p>
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At De Anza, you can find academic and social support through your [Guided Pathways Village](#) . Each Village Space is a place on campus where you'll find a community of students, faculty and staff members who share your interests, along with events, services, and resources that are relevant to your major. The Villages are a great starting point for the whole college experience:

- Each Village offers events and fun activities keyed to your major and related subjects.
- Each Village has space for you to study alone or in groups.
- Each Village has charging stations, books, and games
- Each Village has student ambassadors, instructional faculty, and counselors available to help you.
- Each Village has Support Service professionals and information to help you find the support you need.
- Each Village can be reserved for club, group, or class use, so if you belong to a group looking for a great space to have meetings, ask us how to reserve your space and time!
- Villages are generally open from 10am to 3pm, Monday through Thursday, but there are also special event hours, so check with your Village!

There are also virtual Villages where you can find relevant information and services – including degree and transfer maps, which can help you save time and make steady progress toward your goals.

If you don't yet belong to your Village, join [yours](#) today!