

# NONPROFIT MANAGEMENT

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## **ORGU 0002 Certificate in Nonprofit Management**

This is an instructor-led online course. Being led by a nonprofit veteran and working with a small group of your peers makes the theoretical learning very practical so you can implement your learning right away. Take advantage of this highly reputable program that has already changed the careers of so many. This is a twelve-week survey course in nonprofit management designed to provide an overview of 10 different yet overlapping areas of management in nonprofit organizations. Each session focuses on best practices in mission-driven organizations, including governance, leadership, & management; strategic planning & evaluation; human resources; financial management; marketing and branding; resource development; advocacy; and technology. 3 credits.

- 30 clock hours/3.0 CEUs

## **BUSU 8016 Certificate in Nonprofit Management**

Explore key current management issues for nonprofit organizations in the areas of fundraising, board and volunteer development, budgeting, reading financial statements, leadership, marketing, and setting strategic direction. Video commentary on these crucial topics will provide insight into how nonprofit professionals apply these key concepts in their own organizations. This Certificate includes eleven courses: 1. Budgeting in a Nonprofit Organization 2. How to Read a Nonprofit Financial Statement 3. Leadership in a Nonprofit Organization 4. Nonprofit Board and Volunteer Development 5. Principles of Marketing for Nonprofit Organizations 6. Strategy for Nonprofit Organizations 7. Capital Campaigns 8. Introduction to Grant Writing 9. Introduction to Nonprofit Management 10. Social Media for Nonprofits and 11. Fundraising for Nonprofit Organizations. 4.4 credits 4.4 credits.

- 44 clock hours/4.4 CEUs
- 44 SHRM PDCs\*

\* Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.

## **MGTU 0025 Nonprofit Skills™ for Leaders: Nonprofit Communications**

The mission of a nonprofit is the driving force behind its existence, and being able to articulate that mission clearly to staff, volunteers, board members, funders, and the general public is imperative to the organization's success. The courses in the Nonprofit Skills™ for Leaders: Nonprofit Communications certificate help learners develop the skills that are most needed in each facet of the nonprofit communication landscape, allowing them to communicate confidently with both internal and external audiences. This Certificate includes five Nonprofit Skills™ courses: 1. Communicating With the Public 2. Communication Styles 3. Communicating With Staff 4. Communicating With Your Board and 5. Communicating With Volunteers. 1.5 credits.

- 15 clock hours/1.5 CEUs
- 15 SHRM PDCs\*

\* Approved for Professional Development Credits towards SHRM-CP and SHRM-SCP recertification through SHRM.