FORDHAM CENTER FOR NONPROFIT LEADERS (NPLD)

NPLD 5010. HISTORY AND OVERVIEW OF NONPROFIT ORGANIZATION. (3 Credits)

In this introductory course for the Master of Science in Nonprofit Leadership program, students learn the history of nonprofit organizations, their supporters and opponents, and the influential factors shaping nonprofit organizations. The focus is on the nonprofit organization, its role in social change. In this immersion course, students will learn about the political, economic religious and socio-cultural factors that impact on the creation, survival, and growth of nonprofit organizations. Students will be introduced to theories of leadership, and an understanding of the role of nonprofit leaders, staff, volunteers and boards of directors.

NPLD 5020. Organizational Planning and Leadership for Nonprofit Organizations. (1.5 Credits)

In organizational planning, students learn how to achieve agency goals through planning, ongoing oversight, and building strengths within the organization. The business planning process will be addressed with special attention paid to unique issues facing nonprofits. Students learn to develop a strategic plan, using it to aid agency, department and staff objectives. Students learn how to integrate social change objectives into this planning process. Setting and monitoring goals for an organization in cooperation with the Board and staff members will be discussed.

NPLD 5030. ORGANIZATIONAL FINANCE. (1.5 Credits)

Organizational finance focuses on planning, reporting, and fiscal decision making in nonprofit organizations, and is intended to build upon organizational planning. The focus will be on developing annual and operating budgets, managing working capital, and analyzing organizational fiscal health. Students learn how to treat social justice activities and how to budget for social change efforts (e.g.: public awareness campaign).

NPLD 5040. STAFF MANAGEMENT. (1.5 Credits)

Staff management will cover hiring, supervision and motivation of staff, including laws and regulations regarding employees. Issues such as creating a diverse work force, increasing motivation, troubleshooting job issues, and maintaining staff morale will be discussed. Students learn challenges in working with union and nonunion staff, as well as professional, support, and volunteer staff members. Ethical issues and dilemmas that may arise will be discussed.

NPLD 5050. TECHNOLOGY FOR NONPROFITS. (1.5 Credits)

The technology for nonprofits course focuses on using technology to advance programs, help in evaluating staff objectives, and increase its management efficiency. Students learn skills in understanding and managing data and are able to show progress to directors and funders, as well as monitor and improve programs. The uses of technology and data management to plan for new programs are addressed. Students will learn to use technology for social change and advocacy strategies.

NPLD 5060. FUNDRAISING. (3 Credits)

In fundraising students address all aspects of fundraising knowledge necessary for the sustainability of a nonprofit organization. Topics to be reviewed include: the board development committee; individual donors, major donors, foundations, corporations, special events, using social media, online fundraising, and getting government grants. Students learn the special challenges in raising money for social justice compared to direct service issues; and the challenge of long term funding for projects.

NPLD 5070. PROGRAM DESIGN AND GRANT DEVELOPMENT. (3 Credits)

Students will learn how an organization identifies new ideas and turns them into programs, applies for funding to support these efforts, and then evaluates their impact. Students will gain awareness of how an agency can identify public policy, as well as direct service issues that can affect a large sector and then design a program around it. How to motivate different departments of a nonprofit organization in identifying new and creating programs will be discussed.

NPLD 5080. ETHICS, LEGAL REQUIREMENTS, & BOARD DEVELOPMENT. (1.5 Credits)

The course on will cover the internal and external oversight requirements in a nonprofit organization. Students learn about the legal requirements affecting a nonprofit and the ethical conduct standards appropriate to in a nonprofit. Students learn how to handle competition and cooperation between nonprofits and review different governance and ethical issues related to agency collaboration. Issues related to recruiting board of trustees and motivating a board of trustees to carry out oversight and fundraising responsibilities will be discussed. How to engage a board of trustees in support of social change initiatives will be addressed.

NPLD 5090. PUBLIC ADVOCACY. (3 Credits)

In public advocacy students learn how to develop and lead social change initiatives and understand how they benefit their agencies, as well as, society as a whole. Students also learn how to incorporate staff and volunteers in advocacy efforts. They will gain experience in doing public policy advocacy and develop awareness of the many players needed to achieve public change. Students receive hands on experience on how to develop an advocacy change campaign.

NPLD 5100. COMPARATIVE INTERNATIONAL NONPROFITS. (1.5 Credits)

The international nonprofit course will focus on understanding how an international nonprofit organization differs from a domestic nonprofit. Various global, social, cultural, economic, and political influences that affect international nonprofits will be addressed. Students will learn how to carry out the functions of an international NGO as well as how to do fundraising for international nonprofits. Students will learn how to create and support an international nonprofit, with a social justice mission.

NPLD 5110. RESEARCH AND EVALUATION. (1.5 Credits)

This course will cover research and evaluation necessary for a nonprofit to achieve strategic goals as a nonprofit, a nonprofit necessary for their fund raising and strategic plan.

NPLD 5120. PUBLIC RELATIONS AND MARKETING. (1.5 Credits)

In this course on public relations and marketing students will review how to market a nonprofit organization through different media outlets, including but not limited to the press, T.V., and social media. Students will learn what marketing strategies are most effective for nonprofits, while maintaining the mission and promoting social justice throughout marketing campaigns. Students will also learn how to brand their nonprofit organization and the importance of it in public relations.

NPLD 5130. PERSONAL AND PROFESSIONAL COMMUNICATIONS. (1.5 Credits)

In this course on personal and professional communications students will learn how to gain public recognition for their organization and themselves. There will be a focus on how to communicate effectively with different audiences, within and outside the agency. Students will learn auditory and language skills to market their nonprofit and themselves. The special skills needed to address politicians, media, and the general public as part of a social justice campaign will be reviewed.
NPLD 5140. CAREER DEVELOPMENT. (1.5 Credits)
In this course on career development students will learn how to develop and advance their careers in the nonprofit field. Students will develop their resume, CV, and cover letter building skills. Students will also have the opportunity to participate role play interviews with panels of nonprofit leaders. The use of transition planning in nonprofit leadership will also be addressed.

NPLD 5200. CAPSTONE: CREATING A NONPROFIT/ SOCIAL ENTREPRENEURSHIP ORGANIZATION. (3 Credits)
The goal of this capstone class is to understand and carry out all aspects of developing and growing a traditional charitable nonprofit organization and a social entrepreneurship organization, a for-profit entity with a social purpose. Students will develop a nonprofit service or social entrepreneurial organization with the mission of delivering the most effective services, as well as providing social change leadership. By working in teams, students will cover: initial mission; legal and governmental requirements; strategic plan; creating a board of directors; goals and objectives for the overall organization, departments and individual staff; writing a proposal for private and government grants; doing a fundraising and media plan; and developing an organizational evaluation plan. Proposals will be presented to panels of members of nonprofit board of trustees and nonprofit leaders.

NPLD 5201. CAPSTONE I: CREATING A NONPROFIT ORGANIZATION. (1.5 Credits)
Creating a Nonprofit Organization: From a framework of human rights, social and economic justice and empowerment, students will then move draw on knowledge they gained from previous courses to design a charitable agency. They will create mission, goals and objectives, structure and services of the organization. Board development, the incorporation process, budgeting, fundraising and marketing will be addressed as well as program evaluation. The focus will be on creating a charitable agency that through the process of design, the design itself, and the development and operations, will offer a transformative experience for clients, staff and board and make an impact through effective social change.

NPLD 5202. CAPSTONE II: CREATING A SOCIAL ENTERPRISE. (1.5 Credits)
Creating a Social Enterprise: The concepts covered relate to social innovation and how social justice can be achieved through enterprising organizations. The class focuses on the understanding of societal problems and opportunities, the development and creation of a strategy and a theory of change as well as a variety of ensuing resource mobilization models. Students review case studies of social enterprises and propose for development their own social enterprise.

NPLD 8999. INDEPENDENT STUDY. (1-3 Credits)