

AJU Graduate School of Nonprofit Management (GSNPM)
MBA Program
Program Goals and Learning Outcomes

Program Goals

1. Leadership and Management Skills

- a. Students will become skilled at governance, leadership, team building, interpersonal influence, and the management of change.
- b. Students will learn to lead with vision, integrity and self-awareness.
- c. Students will learn to work collaboratively with individuals, in teams, and in organizations.
- d. Students will develop strategic Human Resources (HR) skills for improving professional performance within nonprofit organizations.
- e. Students will learn organizational behavior theory and skills.

2. Broad Knowledge Base in Business

- a. Students will develop a broad knowledge base in leadership, management, and technology associated with nonprofit and philanthropic organizations.

3. Financial Management Knowledge and Fundraising Skills

- a. Students will develop financial literacy and management skills related to nonprofit finance, budgeting, fundraising, and philanthropy.
- b. Students will learn the different financial models for sustainability to apply in both existing and start-up nonprofit organizations.

4. Marketing Skills

- a. Students will learn the basic principles of marketing and how they apply to the nonprofit sector.
- b. Students will learn the basic processes involved in building a successful branding campaign.
- c. Students will learn how to best use social media for organizational success.

5. Social Entrepreneurship Skills

- a. Students will develop the ability to pursue innovative solutions to approach social issues facing society that nonprofit organizations address and do so in meaningful and tangible ways.
- b. Students will develop the skills needed to lead social change related to both existing and start-up nonprofit organizations.

6. Strategic Management and Analytical Skills

- a. Students will develop the skills and abilities to assess and analyze organizational behavior, culture and performance in order to plan, monitor, and achieve an organizations' mission, goals and objectives.

7. Jewish Community Leadership Skills (track)

- a. Students will learn the different sociological structures and trends within the American Jewish Community.
- b. Students will learn the Jewish historical timeline, the life cycle, and Jewish year in celebration.
- c. Students will learn about the contemporary Jewish philosophy and ethics.

8. Critical Thinking and Communication Skills

- a. Students will develop the ability to think critically, synthesize and apply theories, skills and procedures to lead and manage successful nonprofit organizations.
- b. Students will develop effective communication skills, including written, oral, and interpersonal skills, and be able to use them appropriately in a variety of organizational settings.

9. Research Skills

- a. Students will develop a broad understanding of the research methods and technological tools used in nonprofit management.
- b. Students will possess the research and technological skills necessary for data collection, analysis, interpretation and reporting (oral and written) of results to be used in managerial problem-solving.

10. Preceptorship

- a. Students will gain guided and practical experience in a variety of nonprofit organizational settings.
- b. Students will gain direct experience through mentoring, coaching, and shadow-ships will immersed in an organization in their area of interest in the nonprofit sector.

Program Learning Outcomes

1. Leadership and Management Skills

- a. Students will be able to analyze the skills and tools needed to be a successful nonprofit leader and be able to demonstrate how to apply those skills in various settings and scenarios.
- b. Students will develop strong leadership skills and a personal sense of their own leadership style with respect to organizational vision and integrity.
- c. Students will develop the skills to lead others toward a new organizational direction, in ethical decision-making and the ability to change behavior as a result of self-reflection and feedback.
- d. Students will develop team building skills and the ability to work professionally and efficiently with individuals, in groups and at the organizational level.
- e. Students will develop a comprehensive understanding of Human Resources (HR) management necessary for leading a successful nonprofit organization.
- f. Students will be able to describe organizational behavior theory and skills and demonstrate how to use them effectively within nonprofit organizations.

2. Broad Knowledge Base in Business

- a. Students will be able to demonstrate competency in the underlying concepts, theories and tools taught in the core curriculum of the MBA program.
- b. Students will be able to use their knowledge of different business disciplines and models to identify, analyze, and recommend solutions to complex problems requiring interdisciplinary perspectives and how to apply them locally, nationally, and globally, as appropriate.

3. Financial Management Knowledge and Fundraising Skills

- a. Students will develop the skills for day-to-day management of nonprofit finance and budgeting and be able to apply those skills to accomplish organizational improvement and change.
- b. Students will be able to describe the fundraising techniques in the nonprofit sector including, for example grant writing, solicitation, corporate sponsorship, and social media fundraising, and know when and how to apply those techniques in successful funding efforts.
- c. Students will examine the field of philanthropy and be able to describe the skills and techniques needed to develop individuals in this field within nonprofit organizations.
- d. Students will analyze the different financial models of sustainability and be able to demonstrate how to apply them in the nonprofit sector.

4. Marketing Skills

- a. Students will develop a comprehensive understanding of the principles of marketing and be able to demonstrate its role in the success of a nonprofit organization.
- b. Students will develop the skills to create a successful branding campaign that helps an organization to build its service, support, and advocacy.
- c. Students will develop an awareness of the enterprise to sell organizational goods and services and utilize social media skills to move an organization dramatically forward with respect to membership, donors, and funding.

5. Social Entrepreneurship Skills

- a. Students will analyze the major social issues facing nonprofit organizations and be able to develop innovative plans to address those issues for various organizational settings and scenarios.
- b. Students will develop strong leadership skills related to social change issues and be able to manage the needs of existing and start-up organizations in order to make change occur.

6. Strategic Management and Analytical Skills

- a. Students will develop the skills to assess and manage organizational needs and priorities in order to plan, monitor, and achieve an organization's mission, goals and objectives.
- b. Students will develop the skills needed to craft and implement strategic and tactical plans within organizations.
- c. Students will be able to articulate and defend their analysis and recommended solutions to a business audience.

7. Jewish Community Leadership Skills (track)

- a. Students will be able to identify and explain contemporary research on American Jewish life and be able to articulate the application to organizational mission and management.
- b. Students will be able to apply the Jewish historical timeline, the life cycle of a Jew, and Jewish year in celebration as they relate to community organizations and leadership.
- c. Students will be able to identify and describe the application of trends in Jewish philosophy and ethics and how those ethical principles related to contemporary social and organizational issues.

8. Critical Thinking and Communication Skills

- a. Students will acquire the critical thinking skills needed to identify, analyze, and evaluate alternative solutions to problems encountered in the nonprofit sector.
- b. Students will be able to communicate effectively, both oral and written, when navigating and leading in the nonprofit sector.
- c. Students will be able to communicate and work effectively with others in diverse work settings encompassing peoples of all ages, cultures, genders, races, ethnicity, religions, sexual orientations, socioeconomic backgrounds, and capabilities/disabilities.

9. Research Skills

- a. Students will be proficient in data collection, interpretation and analysis of statistical and financial information related to nonprofit management.
- b. Students will have the ability to write and present comprehensive research reports, appropriately presenting facts, analysis, and conclusions, relevant to issues in the nonprofit sector.
- c. Students will develop a comprehensive business plan, building on all of their experience in program coursework and in their preceptorship in order to complete this final culminating project.

10. Preceptorship

- a. Students will develop extensive knowledge of organizational management and day-to-day activities through mentoring, coaching, and shadow-ships will immersed in an organization in their area of interest in the nonprofit sector.
- b. Students will complete a culminating project at the end of their preceptorship to demonstrate the knowledge and skills gained through the experience and detail how it relates to their area of interest in the nonprofit sector.