Master of Business (Philanthropy and Nonprofit Studies)
(BS16)

Year offered: 2010
Admissions: Yes
CRICOS code: 059599K

Course duration (full-time): 3 semesters (1.5 years) (PR online delivery not available full-time)
Course duration (part-time): 6 semesters (3 years)
Domestic fees (indicative): 2010: Full fee tuition $9,500 (indicative) per semester
International Fees (indicative): 2010: Full fee tuition $11,000 (indicative) per semester
Domestic Entry: February and July
International Entry: February and July
Total credit points: 144
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24
Course coordinator: Dr Amanda Gudmundsson
Discipline coordinator: Associate Professor Jo Barraket
Campus: Gardens Point

Overview
This course is designed to equip you with knowledge and skills for a career in the management of philanthropic and nonprofit organisations. Whether you work in a nonprofit organisation, are a public sector manager whose service delivery is through or partnered with nonprofit organisations, or are a private sector manager who engages in business with the nonprofit sector, this major can help build professional knowledge and skills relevant to the sector. Skills critical to nonprofit management, such as problem solving, creative thinking, negotiation, ethical practices, teamwork, leadership, networking and information management are incorporated into the teaching, learning and assessment.

This course can be tailored to meet your particular interests with opportunities to pursue practical work-related projects and research.

Course design
Students must undertake 144 credit points of study comprising: prescribed units (108 credit points), Complementary Studies units (12 credit points), Faculty of Business Postgraduate Option units (24 credit points).

Students seeking to exit early from the Master of Business course and graduate with a Graduate Diploma should lodge an application during the teaching period in which they expect to complete their studies. Completion of eight, 12 credit point units, where a minimum of six units are within the same discipline area, and as approved by the Subject Area Coordinator, is required for completion of the Graduate Diploma course.

Students who have completed an undergraduate degree in a Business related or other cognate degree directly related to the discipline area within the last five years, may be eligible for exemptions up to a maximum of 48 credit points. For further information on exemptions, please refer to the Master of Business overview.

Some applicants may require unit substitution where they have studied the equivalent of some introductory units in their undergraduate qualification. Choice of unit substitution is subject to approval by the Subject Area Coordinator.

Abbreviation
MBus(Philanthropy&NpSt)

Other majors
See also separate entries for the following majors in this course: Accounting, Applied Finance, Events Marketing and Management, Human Resource Management, Integrated Marketing Communication, International Business, Marketing, Professional Accounting, Public Relations and Strategic Advertising.

Entry requirements (domestic and international students)
An undergraduate degree or equivalent in any field with an overall minimum grade point average (GPA) of 4.0 (on a 7 point scale).

English language requirements (international students)
In addition to the above academic entry requirements, international students must meet the following English language proficiency levels for entry into the Faculty’s postgraduate coursework courses:

- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based) or 230 (computerised) (if TOEFL permitted by visa requirements).

Articulation
Students who have articulated from the Graduate Certificate in Business Philanthropy and Nonprofit Studies may receive exemptions for up to 48 credit points. Students may articulate to the Master of Business Philanthropy and Nonprofit Studies Advanced program and receive up to 144 credit point of exemptions.
### Philanthropy and Nonprofit Studies Unit Set

<table>
<thead>
<tr>
<th>Research Methodology Units - select 12 credit points</th>
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<tbody>
<tr>
<td>BSN414 Quantitative Research Methods</td>
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<tr>
<th>Master of Business Philanthropy and Nonprofit Studies - Compulsory Units</th>
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<td>Plus 12 credit points from the Complementary Studies list</td>
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<td>Plus Faculty of Business Postgraduate Option Units (24 credit points)</td>
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### Full-time, Semester 1 Entry

**Year 1, Semester 1**

One unit from Complimentary Studies List

| GSN233 Special Topic in Philanthropy and Nonprofit Studies              |
| GSN481 Philanthropic and Nonprofit Frameworks of Governance              |
| GSN484 Management for Philanthropic and Nonprofit Organisations         |
| GSN483 Ethics for Philanthropic and Nonprofit Organisations             |
| GSN487 Marketing for the Nonprofit Sector                               |

**Year 2, Semester 1**

12 credit points of Faculty of Business Postgraduate Option Units (6TP2)

### Full-time, Semester 2 Entry

**Year 1, Semester 2**

One unit from Complimentary Studies List

| GSN224 Corporate Philanthropy                                            |
| GSN412 Qualitative Research and Analytical Techniques                   |
| BSN502 Research Methodology                                             |
| AMN403 Marketing and Survey Research                                    |

**Year 2, Semester 1**

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Year 3, Semester 1

12 credit points of Faculty of Business Postgraduate Option units

6TP2

GSN484 Management for Philanthropic and Nonprofit Organisations

6TP3

GSN487 Marketing for the Nonprofit Sector

Year 3, Semester 2

12 credit points of Faculty of Business Postgraduate Option units

6TP4

GSN488 Fundraising Development Principles

6TP5

GSN489 Fundraising Development Techniques

Year 4, Semester 1

BSN406 Project 3

Philanthropy and Nonprofit Studies Unit Set (for continuing students only)

Part A - Compulsory Units (48 credit points):

GSN224 Corporate Philanthropy

GSN233 Special Topic in Philanthropy and Nonprofit Studies

One unit from the Foundation Studies List

Plus choose one unit from:

BSN412 Qualitative Research and Analytical Techniques

BSN414 Quantitative Research Methods

BSN502 Research Methodology

AMN403 Marketing and Survey Research

Part B - Philanthropy and Non-profit Studies Area Studies (96 credit points)

GSN481 Philanthropic and Nonprofit Frameworks of Governance

GSN483 Ethics for Philanthropic and Non-profit Organisations

GSN484 Management for Philanthropic and Nonprofit Organisations

GSN485 Legal Issues for Philanthropic and Nonprofit Organisations

GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

GSN487 Marketing for the Nonprofit Sector

GSN488 Fundraising Development Principles

GSN489 Fundraising Development Techniques

BSN406 Project 3

Plus 24 cps of elective studies

Full Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

One unit from Complimentary Studies List

GSN233 Special Topic in Philanthropy and Nonprofit Studies

6TP2

GSN481 Philanthropic and Nonprofit Frameworks of Governance

GSN484 Management for Philanthropic and Nonprofit Organisations

6TP3

GSN483 Ethics for Philanthropic and Nonprofit Organisations

GSN487 Marketing for the Nonprofit Sector

Year 1, Semester 2

GSN224 Corporate Philanthropy

One Unit from:

BSN412 Qualitative Research and Analytical Techniques

BSN414 Quantitative Research Methods

BSN502 Research Methodology

AMN403 Marketing and Survey Research

6TP4

GSN485 Legal Issues for Philanthropic and Nonprofit Organisations

GSN488 Fundraising Development Principles

6TP5

GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

GSN489 Fundraising Development Techniques

Year 2, Semester 1

BSN406 Project 3

Faculty of Business Postgraduate Option Units (24 credit points)

Full Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2
One unit from Complimentary Studies List

GSN224 Corporate Philanthropy
One Unit from:

BSN412 Qualitative Research and Analytical Techniques
BSN502 Research Methodology
BSN414 Quantitative Research Methods
AMN403 Marketing and Survey Research
6TP4

GSN485 Legal Issues for Philanthropic and Nonprofit Organisations
6TP5

GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 2, Semester 1

GSN233 Special Topic in Philanthropy and Nonprofit Studies
12 credit points of Faculty of Business Postgraduate Option Units
6TP2

GSN481 Philanthropic and Nonprofit Frameworks of Governance

Year 2, Semester 2

BSN406 Project 3
12 credit points of Faculty of Business Postgraduate Option Units
6TP4

GSN488 Fundraising Development Principles
6TP5

GSN489 Fundraising Development Techniques

Part Time, Semester 1 Entry (for continuing students only)

Year 1, Semester 1

GSN233 Special Topic in Philanthropy and Nonprofit Studies
6TP2

GSN481 Philanthropic and Nonprofit Frameworks of Governance

Year 1, Semester 2

GSN224 Corporate Philanthropy
6TP3

GSN483 Ethics for Philanthropic and Nonprofit Organisations

Year 1, Semester 2

GSN224 Corporate Philanthropy
6TP4

GSN485 Legal Issues for Philanthropic and Nonprofit Organisations
6TP5

GSN486 Accounting and Finance Issues for Philanthropic & Nonprofit Organisations

Year 2, Semester 1

One unit from Complimentary Studies List

Year 2, Semester 2

One Unit from:

BSN412 Qualitative Research and Analytical Techniques
BSN414 Quantitative Research Methods
BSN502 Research Methodology
AMN403 Marketing and Survey Research
6TP4

GSN488 Fundraising Development Principles
6TP5

GSN489 Fundraising Development Techniques

Year 3, Semester 1

24 credit points of Elective Units

Year 3, Semester 2

Part Time, Semester 2 Entry (for continuing students only)

Year 1, Semester 2

GSN224 Corporate Philanthropy
One unit from Complimentary Studies List

Year 2, Semester 1
UNIT SYNOPSES

AMN403 MARKETING AND SURVEY RESEARCH
This unit provides a detailed overview of marketing research to support decision making in the areas of advertising, integrated marketing communication, marketing and public relations. The unit builds an advanced understanding of the use of survey research to support the descriptive and predictive information needs of management in such areas as consumer opinions and behaviour, and stakeholder analyses. Students will explore issues related to survey research design, questionnaire development and administration, sampling, measurement, data analysis including descriptive and multivariate statistics and presentation of research results.

Antirequisites: MIN413  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN406 PROJECT 3
This unit is designed to permit the student to undertake a 24 credit point research project, subject to approval of the course coordinator.

Credit points: 24  Campus: Gardens Point  Teaching period: 2010 SEM-1, 2010 SEM-2 and 2010 SUM

BSN412 QUALITATIVE RESEARCH AND ANALYTICAL TECHNIQUES
This unit provides a detailed overview of qualitative research to support decision-making in business disciplines. The primary purpose of this unit is to develop a detailed understanding of the theoretical contexts in which field studies and qualitative research methods have developed and the techniques that define the approach. Students develop the ability to analyse, conduct, and evaluate qualitative research in discipline areas related to business. The unit provides a basic preparation for the development of a project, thesis or dissertation proposal based on the use of qualitative research.

Antirequisites: CON500  Credit points: 12  Contact hours: 3 per week  Campus: Gardens Point  Teaching period: 2010 SEM-1 and 2010 SEM-2

BSN414 QUANTITATIVE RESEARCH METHODS
Quantitative Research Methods is a postgraduate unit designed to introduce students to a range of quantitative research methods and their application to different research questions and types of quantitative data. Throughout the unit, students will be exposed to a wide range of quantitative research issues including survey and index development, factor analysis, multiple regression, experimental data collection and analysis, ANOVA and MANOVA, structural models, secondary data collection and analysis, and
longitudinal data analysis. Each lecture will be conducted in computer laboratories to allow students the opportunity to develop their quantitative research skills using SPSS and AMOS with data provided by lecturers.

**Credit points:** 12  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**GSN502 RESEARCH METHODOLOGY**
The purpose of this study is to provide students with a range of ideas and methods that enable them to analyse, evaluate and conduct research in discipline areas related to business. It provides an essential and basic preparation for the development of a thesis or dissertation proposal. Areas of study include research paradigms, analysis and criticism, research design, data collection and data manipulation, interpretation and presentation.

**Antirequisites:** BSB400  
**Credit points:** 12  
**Contact hours:** Flexible Mode  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1 and 2010 SEM-2

**GSN224 CORPORATE PHILANTHROPY**
The nature of the relationship between the for-profit corporation and the nonprofit sector is invariably through corporate philanthropy. This unit examines five issues central to corporate philanthropy: legal and taxation, cause related alliances, corporate foundations, business giving models in Australia and corporate social responsibility. The unit is taught through case studies in Australian and international practice.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-2

**GSN233 SPECIAL TOPIC IN PHILANTHROPY AND NONPROFIT STUDIES**
This unit is developed around the visiting adjunct professors or visiting scholars to the Centre of Philanthropy and Nonprofit Studies. It provides students with access to contemporary issues and experts in the field and involves in-depth examination of an issue of importance.

**Credit points:** 12  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 SEM-1

**GSN481 PHILANTHROPIC AND NONPROFIT FRAMEWORKS OF GOVERNANCE**
The unit explores contemporary understandings of philanthropic and nonprofit governance in the context of social, economic and political systems. It locates these understandings in various theoretical and descriptive frameworks providing students with both the knowledge and analytical skills that are necessary to reflect critically on philanthropy and nonprofit governance systems and their environments.

**Antirequisites:** GSN472, GSN229  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP2

**GSN483 ETHICS FOR PHILANTHROPIC AND NONPROFIT ORGANISATIONS**
This course introduces students to ethical theories and constructs with a focus on producing effective personal and professional resolutions to those ethical dilemmas specifically associated with Philanthropic and NonProfit (PANFP) organisations. The unit recognises the distinctive mission and character of PANFP organisations, while seeking to provide an understanding of integrity and response-ability.

**Antirequisites:** AMN480, GSN230  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP3

**GSN484 MANAGEMENT FOR PHILANTHROPIC AND NONPROFIT ORGANISATIONS**
In the context of managing for excellence with integrity, this unit introduces students to the major management sub-disciplines of human resource management and industrial relations, governance, financial management, and marketing which may confront Philanthropic and Nonprofit (PANFP) organisations, their managers and governing bodies.

**Antirequisites:** AMN480, GSN230  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP2

**GSN485 LEGAL ISSUES FOR PHILANTHROPIC AND NONPROFIT ORGANISATIONS**
The unit introduces students to critical issues of philanthropic and nonprofit law and taxation. The unit examines the regulatory, taxation and governance framework of nonprofit organisations and philanthropic transactions in Australian Federal and State jurisdictions.

**Antirequisites:** GSN231  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP4

**GSN486 ACCOUNTING AND FINANCE ISSUES FOR PHILANTHROPIC & NONPROFIT ORGANISATIONS**
This unit introduces students to an overview of financial reporting. The unit begins with an overview of the purpose of accounting and the types of financial statements that comprise a financial report. The unit also focuses on the Australian financial reporting framework and whether an Australian accounting standard for nonprofit organisations is required. International comparisons are made.

**Antirequisites:** GSN231  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP5

**GSN487 MARKETING FOR THE NONPROFIT SECTOR**
The theory and application of strategic marketing in the nonprofit sector is studied in this unit. The unit reviews key
topics such as: competitive positioning; marketing mix formulation; issues and characteristics that differentiate nonprofit marketing and allegiances to multiple markets. Within the not-for-profit marketing mix, topics examined by students encompass the social cause as service/product, service delivery options (offline and online) and integrated marketing communication including database marketing and relationship management.

**Antirequisites:** AMN482  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP3

**GSN488 FUNDRAISING DEVELOPMENT PRINCIPLES**

This unit considers the broad factors that influence fundraisingdevelopment success. It applies theories of marketing, public relations and management to fundraising and development and builds an understanding of the philanthropic environment. It re-examines the principles of fundraisingdevelopment, institutional readiness, case statement preparation, leadership, constituencies and research to build understanding of the context in which good development practice occurs.

**Antirequisites:** GSN232, MIN409, AMN481  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP4

**GSN489 FUNDRAISING DEVELOPMENT TECHNIQUES**

This unit builds on GSN488 to delve into particular techniques of resource mobilisation in nonprofit organisations. It considers a range of income generation vehicles and techniques including capital and major gifts, special events, bequests, direct mail, telemarketing, e-fundraising, gift clubs and the art of building donor relationships. It also examines professional evaluation of fundraising programs.

**Prerequisites:** GSN488  
**Antirequisites:** GSN232, MIN409, AMN481  
**Credit points:** 6  
**Contact hours:** 3 per week  
**Campus:** Gardens Point  
**Teaching period:** 2010 6TP5